

A.E. 366

PROCEEDINGS OF FOURTH ANNUAL

**ROADSIDE
MARKETING
CONFERENCE**

November 22, 1963

Department of Agricultural Economics

and Rural Sociology

The Ohio State University

FOREWARD

The Proceedings of the Fourth Roadside Marketing Conference were reproduced from tape recordings of the conference. Some editing was done to the speeches, but an effort was made to preserve the conversational nature of the conference. We hope this publication does justice to the excellence of the remarks and the speakers are satisfied with the remarks credited to them.

The purpose of the fourth annual Roadside Marketing Conference was to provide the most current and useful information for people interested in starting, improving or expanding their roadside marketing business. Much of this conference was devoted to handling and selling cider, promotional ideas, pick-your-own method of selling fruits, and selling vegetables and bedding plants successfully. A talk on public relations was included.

The conference was sponsored by the Department of Agricultural Economics and Rural Sociology in the College of Agriculture, The Ohio State University; the Ohio Cooperative Extension Service; the Ohio Agricultural Experiment Station; and the Ohio Farm Bureau Federation.

The Fifth Ohio Roadside Marketing Conference is scheduled for Thursday evening, November 19 and Friday, November 20, 1964 in the Agricultural Administration Building Auditorium, on the west campus of The Ohio State University.

For information about roadside marketing or additional details about the 1964 conference, contact your county Extension agent or write Edwin J. Royer, Extension Specialist, Fruit and Vegetable Marketing, Ohio Cooperative Extension Service, 2120 Fyffe Road, Columbus, Ohio 43210.

CONTENTS

Panel: HANDLING AND SELLING CIDER AT THE ROADSIDE MARKET. . . .	1
Moderator - <u>Fred T. Grimm</u> , Area Extension Agent, Marketing, Toledo, Ohio	
Panel Members - <u>Ronald Unger</u> , Batavia, Clermont Co..	1
<u>Kenneth Krantz</u> , Canton, Stark Co.	6
<u>Arnold Lynd</u> , Pataskala, Licking Co..	8
HOW WE MARKET OUR PRODUCE DIRECT TO CONSUMERS IN CALIFORNIA. . .	13
<u>Wilson F. Parker</u> , Los Rios Rancho, Oak Glen Road, Yucaipa, California	
MERCHANDISING VEGETABLES AND PLANTS AT ROADSIDE MARKETS.	26
Moderator - <u>Edgar P. Watkins</u> , Area Extension Agent, Marketing, Cuyahoga Falls, Ohio	
Greenhouse Vegetables and Annual Plants	26
<u>Harold Richard</u> , Ashville, Pickaway Co.	
Melons.	31
<u>William Fulton</u> , Troy, Miami Co.	
Sweet Corn.	38
<u>Dwight Warner</u> , Worthington, Franklin Co.	
"PICK-YOUR-OWN" METHOD OF DIRECT SELLING	42
Moderator - <u>Sam Cashman</u> , Director, Market Research and Development, Ohio Farm Bureau Federation, Col., Ohio	
Strawberries and Raspberries.	43
<u>Ralph Folsom</u> , Bellefontaine, Logan Co.	
Apples and Peaches.	45
<u>Robert MacQueen</u> , Holland, Lucas Co.	
Peaches	52
<u>W.W. Magill</u> , Lexington, Kentucky	
CASE STUDY OF A ROADSIDE MARKET CLIENTELE.	60
<u>Mitchell Lynd</u> , O.S.U., Columbus 60	
<u>Thomas Bennett</u> , O.S.U., Columbus. 64	
U.S.D.A. ROADSIDE MARKETING RESEARCH PROJECT	69
<u>James J. Milmoe</u> , Extension Marketing Agent, University of Delaware, Newark, Delaware	
PUBLIC RELATIONS IN ROADSIDE MARKETING	74
<u>K. D. "Ken" Harrison</u> , Dale Carnegie Associate, Col., Ohio	

HANDLING AND SELLING CIDER AT THE ROADSIDE MARKET
(Panel Discussion)

Fred Grimm; Area Extension Agent, Marketing, Chariman

We have three gentlemen well qualified to discuss the cider business. Mr. Ronald Unger from Batavia in Clermont County will lead off. Many will remember Mr. Unger who talked about the gremlins last year when he showed a few pictures of the gremlins he uses to help sell fruit at their roadside market. He is the manager of Weaver's Fruit Farm east of Cincinnati and has some unique ideas about drawing customers. The gremlin idea is one of them.

Ronald Unger, Batavia, Clermont Co.

Thank you Mr. Grimm. We extend sincere greetings to everyone from the Weaver Fruit Farm. Dr. and Mrs. Weaver and Mrs. Unger are in the audience. We would surely enjoy a visit to our farm from anyone here.

This gremlin idea might be a little unknown to some people. We call it a gremlin. We feel it is a trademark for our orchard and roadside market operation. It was started before I joined the company. It represents a little oddity in that the gremlin we use as a trademark does all the work in the orchard, presses the cider, sells the apples and spends the money. We have this gremlin on our cider label and our cider mill. We even have moveable gremlins that work off electric motors. It is an eye-appealing thing when customers get out of their automobiles and walk up to the front of our salesroom to see this gremlin moving on top of the salesroom. His legs, head and arms move independently. It is something that makes people look and wonder if they are seeing things. In different places in the sales room and in the sales area we display the little gremlin like I have with me. I do not know if I can give you the effect but it's a matter of the gremlin looking over the circumstances and seeing that his work has been done. And I will try to demonstrate in such a way

that you can see the gremlin. This might not mean much right now to you, but when people walk in they look up and say, "Look at the gremlin moving." It's just another eye-catching thing. We have trademarked it on our cider label, too. It is an eye-appealing thing on the glass jug and the color blends well. This is the cider label. It is very colorful. It has the large red apple and the wording - "Cider from Tree-Ripened Apples, Weaver Apple Farm" - and it shows the gremlins pressing cider into a big glass jug.

As we look at a product that is sold every day, we often take for granted our product is used and that people will buy it automatically. We fail to appreciate sometimes the work that is done to have a successful operation. We sell an apple or bag of apples. People don't question the product. They buy cider and don't question the product once they have tasted it. I think we just continue to sell and don't look back sometimes. We do not like to pat ourselves on the back, but we are grateful for our business.

We are located east of Cincinnati on U.S. 50. Clermont County once was a heavily populated fruit growing area. As population grew, housing developments forced some orchards out of production. We still have some keen competition in Clermont County, however. We have to maintain and keep a consistently high quality product at all times. One has to start with high quality apples. We always attempt to attain that goal. Our apples are run through the grader and brushed. We wash our apples as they are taken up into the conveying system to our cider press. We drink our own cider! We always maintain that it is a good point when you will drink what you make.

Our gimmicks - some people refer to them that way - are eye-appealing things that bring people to our orchard in large numbers. I have slides

which will show some of the gimmicks we use. We have in previous years, featured rides in our orchard on wagons which were built in such a way that there was no danger of people being injured. That was very good and the people would continuously come out for that with their children. Next, a picture of our sign in front of our salesroom. The billboard is built so we change the varieties each time a new one is harvested. That little gremlin pushing a wheelbarrow with a big apple in it represents one of our ideas. In the evening, a light in the gremlin's eye lights up and is noticeable from a considerable distance. Next, is a recent photo of our Halloween display with pumpkins and corn stalks. Over near the tree is an idea we used this year of a pumpkin man and pumpkin lady. We had speakers in these two comical people and in the little cider house which was directly behind them. The one next to the windmill had an intercom through which Dr. Weaver talked to the children as they approached the cider house. We were trying to push pumpkins of course and when the pumpkin man or woman would talk to the child it was just like Santa Claus talking. It was very interesting to see these children talking to a pumpkin man.

One note that I always get a kick out of when Dr. Weaver refers to it is, there was a gentleman standing in front of the view of some children. It was a very busy day and Dr. Weaver talked through the intercom to this gentleman and he says, "Sir, would you please move over. I can't see the children." The gentleman turned around and looked very odd at the pumpkin man and he turned around and spoke to him and moved. During the course of a few minutes he got back in the position he tried to get out of and Dr. Weaver said, "Would you please remove your hat now, sir." He also did that. Dr. Weaver then approached the gentleman going into the salesroom and said, "I'm the pumpkin man who talked to you." The man said, "You know, for the first time in my life I thought I was going

crazy. I've talked to a lot of people but not a pumpkin man." We feel this kind of thing creates interest and helped make our market successful.

The pumpkin lady was stolen by vandals before Halloween, who thought it was just an oddity. No damage was done, but in the sequence of events we called the Cincinnati Post newspaper. They put an ad in the paper wishing that the vandals would return the pumpkin lady which was returned a few days later.

The next picture shows the interior of our sales room. It is not a large area, but the more people that get into the salesroom on a busy day or Sunday makes it appear that we are busy. That is what we want to happen. We try to treat our customers with the utmost courtesy.

Next, is a picture of our cider mill. The cider mill windmill arms are rotated by a one-quarter horse electric motor. People relate this to our cider making. They believe we are making cider all the time. It turns continuously. It gives the effect of the gremlins making cider there. Nearby is a little cider house we sell from when the weather permits. We also feature doughnuts with cider. People like to mill around and don't care to get in their automobiles with greasy doughnuts so they sit around and drink more cider and sometimes buy apples. We developed another new idea this year. We made a small carriage with a large apple mounted on it. We pull it with a jeep which is painted the same color. We use this in parades and donate our time for benefits and worthy organizations. We apply a sign to the wagon, but our signs are still on the jeep that we pull it with so it's a very effective way of advertising.

The location of a particular roadside stand is one thing that appeals to people. If there is something they can enjoy, they will go out to most any location. It is good if there is room for their children to romp around. Children like these things. We enjoy having children come to our

place.

The only thing I would like to close with is that our operation is not an extensive operation in wholesaling cider. We want to make enough cider to please our customers. I like to believe that we are a family. We try to work together and that's one thing that's helped build the sincere program that we have. We usually make and sell 500 gallons of cider a week and that takes care of our needs.

Q. What kind of container are you using?

A. We use a glass gallon jug. We have half-gallon carton containers which we are trying to get away from. This year we used glass gallon jugs and half gallon glass.

Q. Are you pasteurizing or homogenizing or doing any of these things to the cider?

A. No, we have no pasteurization and no additive or preservative. We do not filter it, but we do strain it several times. It's a dark cider that looks like cider.

Fred Grimm

Now we want to turn to Mr. Kenneth Krantz from Stark County. His place is near Canton. He has a very successful roadside market operation and cider has been a good item with Mr. Krantz. We're glad to have you here this morning.

Kenneth Krantz, Canton, Stark Co.

Thank you. I am glad to be here. My situation is similar to Mr. Unger's. I have a lot of competition, too. I am located six miles south of Canton on Route 8 and have a roadside market there. We do not press our own cider. There is a cider press that is close, however, We do not wholesale much cider, either. We sell 90 per cent of it at our roadside market. We sell it the year around. We are open seven days a week from 9 till 9. There is a lot of traffic on Route 8 and most of it is through traffic. We have a big neon sign that draws attention and helps to stop the traffic. We use glass gallon jugs and half-gallon paper containers. From May through August, we sell frozen cider which was frozen in half-gallon cartons. We sell it partly or completely frozen or any way they want it. We have some setting out on display that is thawed and some with a little bit of ice in it. We get 59¢ for a half gallon for frozen cider. Right now (November) we get 50¢ for a half gallon freshly made and 85¢ in the gallon jug. The big trouble is they can buy this 85¢ gallon of cider several places in that area for 69 cents. We sell apples, cheese, apple butter, and other vegetables that are in season. We sell most of the apples we grow and cider right there at the roadside stand.

We have been at this location since they opened the new road in 1950. Our orchards are located about 12 or 15 miles in different directions so we have a little problem traveling back and forth between the orchards. We sell a lot of cider year round. You would be surprised how much

frozen cider you can sell on a nice warm weekend in July or August especially when you have peaches and strawberries. They will pick that frozen cider up in those half gallons. We store it in a zero room not far from there, twelve half gallons to an apple crate stacked right to the ceiling. Storage costs about 2 cents a month per half gallon. During picking season, sales average about 500 gallons per week. To be exact, we made four barrels (200 gallons) last Saturday. I looked in the tank Monday morning and it was about dry so that gives you a little idea of how fast cider can move. We have a stainless steel tank that holds five barrels that we pump directly off the truck into this tank. Then we let it settle there and fill our jugs right in the sales room from the bottom of this tank.

Q. Are you treating cider in any way?

A. No, we don't pasteurize it.

Q. Now you said you are selling for 85¢ and competition is 69¢ and you have to be on the ball. Is it a trade secret about how you are able to sell with that kind of competition?

A. Well, we've got it; it's there, and I sell it. But we're along the main highway which means a lot of our business is from through traffic. We are south of Canton and we get a lot of traffic that goes north. The farther north they go, the more they have to pay so it helps if they get to my place first provided they don't stop before they get there. But the supermarkets in this area sell it for 69¢ and it is good cider, too.

Q. Do you have any dairies over your way handling cider?

A. Yes, but I never considered them too much competition.

Fred Grimm

Our next speaker is Arnold Lynd from Pataskala, Ohio. I have been acquainted with Arnold for a long time. The Lynd Fruit Farm is located near Pataskala in Licking County where he is associated with his brothers in their roadside market on U.S. Route 40 east of Reynoldsburg. I was asking him about his responsibilities, and he told me that he really shouldn't be here to talk about retailing cider because the whole-sale end of things is his job. His brother, Kermit, is the market manager where they sell their cider and another brother Alvin, is really the cider producer. Arnold is a very important man in Ohio in the fruit business and roadside marketing because he is on the Board of Directors of the Fruit Growers Marketing Association and a former member of the Board of Directors of the Ohio Apple Institute. He is very active in the Ohio State Horticultural Society. It is a privilege to have Arnold Lynd here this morning even though he is not the cider production man. He knows a lot about the merchandising of cider.

Arnold Lynd, Pataskala, Licking Co.

Thank you, Fred. I think possibly I should describe our operation a little bit. I am the third generation in the fruit farm business. We have in our organization four brothers who are delegated different responsibilities. I don't happen to be directly connected with the cider business but I know a little bit about it. The retail market is about 15 miles east of Columbus on U. S. 40 and the plant and the cider mill are about seven miles from there at the main farm. We have 250 acres of orchard mostly in apples which includes a 40 acre orchard background for the roadside market setting which I feel is real important to kind of designate it as a fruit farm market rather than just a market. I think it's important to have a setting for a market.

Some years ago I worked with a group that wanted to improve the cider business in Ohio. They developed several ideas on things to improve the cider situation, such as having trap floor drains and stainless steel tanks. Cider is a fruit product and the cleaner we have these conditions the better sale we will have for our product. I don't have to tell any of you that if you don't start with a good product you can't hope to end up with a good product. We have tried to follow that by washing the apples and the cider cloths. In trying to modernize, we've added to the cider mill three times and each time we have had to add equipment. We used to run it by belt with a horse and tractor 30 or 40 years ago. We lost that building and built another building 24 ft. by 30 ft. in size.

Then it was run with a water hydraulic pump and we changed it to an oil hydraulic pump and then later to electric motors for drive. We also changed filters. This increased the capacity of the filters, Also, we put in a boiler and pasturizer because with our marketing season arrangement, we need cider the year around. This year we probably have retailed 50 per cent of our cider. In a normal year, we make from 30,000 to 50,000 gallons. Since about September 20, we have retailed a little over 15,000 gallons of cider at the market. Probably 75 per cent of the wholesale sales went to the dairy trade in bulk milk trucks. They offered a real attractive price. When I stopped and figured the cost of processing and bottling, etc. it was actually more attractive than trying to compete with bottled cider this year. We try to merchandise to our best advantage. Most of our cider was sold in that manner.

We have an advertising gimmick on our highway signs ahead of the market and at the market which states "All the cider you can drink for

a dime." Through various checks that we have made, the lowest return we ever had was 52¢ a gallon and it has run to as much as \$1.04 per gallon. I think most anyone would agree that is not too bad a price for cider. One time when I was working at the market, three Greyhound busloads of Boy Scouts going to a Scoutarama stopped. But actually we have really encouraged that because we have people all along that say, "Well this is where my boy stopped when he went to such and such a place." It does stop people--it gets people in! In fact there have been many Sundays when as many as 2,000 to 2,500 people stop and drink cider. That gets a lot of people into your market. They don't just stop for the drink of cider. If you can have an attractive market with lots of fruit you can be sure they are going to buy something else.

I think it is important, too, that the cider we offer for sale be in something rather than the standard plain jug that has been used for years and years. One of my brothers happens to be in the bottle manufacturing business and paid \$5,000 or \$6,000 for a special mold to have some glass apple jugs made. This special jug actually increases sales compared to the standard apple jugs. The cost is about the same, but when placed on display with cider in the standard shaped jugs at the same price they will outsell the latter 3 to 1. We designate sometimes that we have three kinds of cider, mill-run cider, filtered cider, and pasteurized cider. It is surprising how nearly equal those sell in the season. Frankly, I would not say that one sells any better than the others. With a year-around season, we feel that pasteurizing is the best way to keep it for the summer trade. I brought along some of these apple jugs because I thought you might be interested in seeing them. I also have some pictures taken inside of the market.

We dispense the paper cups at 10¢ each at the cash register. The refrigerated fountain is on a separate table where we let people help

themselves. We do blend our cider with other fruit flavors. If you make cider real late in the season and do not have a taste for cider, you might blend cider with grape or orange. It can really pick up cider sales. You would be surprised at the comments and interest from people about these different blends. It does sell more cider.

We have highway signs for 60 miles on either side of the market. Some are five miles apart and others ten. Then there are signs three miles away and others nearer the market. The signs get people to watching for our market. Our market building is 40 x 80. The front half is sales room which is 20 x 80. It has four overhead doors which are easy to open and close. The back half is taken up by fireplace and two refrigerated rooms, one 20 x 20 and the other 20 x 40 and then about a 20 x 20 office. This is really a brief description of our program. Rather than attempt to discuss it further in a more detailed manner, I would rather entertain questions.

Q. Do you use any special gimmicks to bring people out on the off days like Monday and Tuesday?

A. No, we don't. I will say that being on U.S. 40 is an advantage. It is surprising the amount of transit trade there is on U.S. 40 from Monday till Friday evening. They really play a big part.

Q. After filtering cider do you treat it?

A. Yes. If you expose cider to any heat when you filter, you must treat it if you expect to hold it without refrigeration.

Question to Ron Unger: Why don't you treat your cider?

Ron Unger

Well, the reason we never changed our practice is because we haven't had the demand for it. I did mention though that we have frozen some cider in the past. We freeze it in the gallon glass jugs and in the cardboard containers. We did not do much this year

due to a shortage of cider. We sold our cider this year at \$1 a gallon with no deposit on the jug, and 55¢ a half gallon.

Fred Grimm

That sounds good. I suppose there would be some other people interested in selling some dollar cider. Are there other questions for Mr. Unger?

Q. What hours is your stand open?

A. We have just established a policy of 9:00 a.m. until dark. That leaves some leeway for the different change of seasons. In the summer when we have peaches we naturally want to stay open longer but this time of year (November) we close up between 5:30 to 6:00 p.m. We are open seven days a week and are open ten months of the year from July through April.

Fred Grimm

Q. I would like to ask the panel how much advertising they do as far as radio or newspaper is concerned?

Ron Unger

Much of our advertisement is free in a sense. I have appeared on radio with WLW on different programs. We and Merrill Rouster furnished apples to the WLW "Midwestern Hayride" show in Cincinnati during Apple Week last year. That is about the extent of our advertisement on radio or television.

Q. Have you other men done any newspaper, radio or television advertising?

Arnold Lynd: We do about \$1200 a year in newspapers for the market.
(Editor's Note: A mimeograph entitled "Apple Cider Processing and Marketing in Ohio" by Eldon S. Banta, Extension Horticulturist can be obtained by writing him at H. & F. Building, 1827 Neil Avenue, Columbus, Ohio 43210.)

HOW WE MARKET OUR PRODUCE DIRECT TO CONSUMERS IN CALIFORNIA

Wilson F. Parker
Yucaipa, California

A couple of months ago I was asked if I would come to Columbus and give a talk on roadside marketing in our area, but I didn't realize until a few days ago when I received the program for the conference that I would be listed as the keynote speaker. This is a rather high sounding title for an apple grower from the mountains of southern California.

I remember about 15 years ago when all the fruit was shipped to the wholesale market and at closing time the worries were all over for the day. On Friday nights we used to close the doors of the packing house and go to a football game. I was always out hunting on the opening day of any game season for deer, quail, doves and pheasants. It has been years since I have seen a football game and fifteen years since I have had a gun off the rack. Today we work 15 hours a day 7 days a week for four months. We fight shoplifting, stealing and vandalism in general. We hire detectives just to keep the public from walking off with the ranch. Certain parts of the ranch are fenced with barbed wire to keep them from helping themselves, and then we have to carry half a million dollars worth of liability insurance to protect us when they cut themselves on the barbed wire while trying to steal the fruit. It is not a pretty picture of the retail fruit business, but certainly one that should be considered by anyone going into it to the extent that we have done.

A few months ago a small article appeared in the Reader's Digest that said somewhere in every person's past there is an apple tree. We firmly believe this, and to put it in the vernacular, we don't aim to let any man forget it.

To a great extent apples have been a great part of our heritage and have been symbolic of the end of summer and the harvest season: a time for recollection and meditation and thanksgiving. This is the time for apples and cider and a warm fire. One of our philosophers has stated that the trouble with our form of government is that people are ruled more by their emotions than by their reason. This is something that would apply to the apple business as well. We can appeal to their reason and tell them apples are good for their health and good for their teeth, but we can still sell more apples in the fall of the year by appealing to their sentiments and emotions, and it is on this basis that a great deal of our advertising and publicity has been directed.

We are ideally situated in our area to appeal to them on this basis. The Oak Glen apple orchards cover an area of about 8 miles long at an elevation varying from 4000 to 5000 feet. It is a mountain valley created in a fold of the San Andreas fault and at the base of an 11,000 foot mountain. The scenery is colorful and spectacular and appeals to people who, in the fall of the year, want something that will remind them of their youth or the way things were back home. In a state where anyone who has been there a year is practically an old timer, this takes in a good percentage of the 18 million people of California. No matter where they come from, be it Michigan, Ohio, Maine, Europe or New Zealand, they will say it reminds them of home. They tell us how much better the apples were wherever it is they happened to come from.

We are not the only apple area in southern California and possibly not even the most beautiful, but we have been able to parlay what we have into a million dollar business and coax 500,000 people 20 miles off the main roads to climb a mountain to get our fruit.

The area is comprised of about 450 acres of orchard divided among 12 growers, many whose ranches have been in the same family for several generations. The first plantings were made in the area around 1867. Until a few years ago the country had changed very little in a hundred years. The road was narrow and winding and the ranches remained virtually the same. The children from the ranches attended a one-room school that was loaded on skids and dragged from one side of the mountain to the other depending on which side had the most children.

In 1946 I was given the opportunity to purchase the property of which I had been manager for several years, and paying for it over a period of years. I realized that in order to do this I would have to increase the profits to be able to make the payments and still live in the style in which my wife had accustomed me.

There had always been a few people who found their way up the mountain during harvest and it seemed to me this was a great untapped market. The beginning of our advertising was rather meager and consisted mostly of putting displays in fairs held in nearby areas and passing out brochures with maps on how to get to Oak Glen. It was a little difficult to get the neighbors enthused and their cooperation consisted of furnishing some labels which I pasted on boxes of our fruit. One of the neighbors even won first prize with our fruit. However, from these displays we managed to pick up between \$900 and \$1000 in prize money and the Oak Glen Apple Growers Association was launched. With this money we decided to hire a publicity man to write articles and mail them to newspapers around the country. These consisted of stories and pictures of Oak Glen. With every newspaper editor's waste paper basket full of stories from people who wanted to get a story in the paper and some free publicity, we were fortunate enough to get a few articles printed and a

trickling of people began to come. It was our good fortune when we hired a second man to direct our publicity--to secure a retired newspaper man named Dr. Guy Bogart. He was a part-time writer and a real character, but dedicated to public service and especially the Oak Glen Apple Growers. He became so well known that he could get into almost any editor's office with a basket of apples and stories and pictures of Oak Glen. Dr. Bogart died of a heart attack about five years ago and for one year we had a man that had done some publicity work for a local chamber of commerce, but after one year he became imbued with grandiose ideas and a \$25,000 a year publicity man's salary, so we turned to a real estate man in Beaumont, a town 10 miles from our area. This man had gone with Guy Bogart on some of his trips and knew some of the ways and means he had used. This proved a very fortunate move and he has done an outstanding job of continuing and enlarging on the publicity.

Our biggest breakthrough came from tie-in advertising with other products, mainly automobiles. The new models of cars come out in the fall and what could be better than to bring a new model car to the apple harvest in Oak Glen? Most of the large newspapers have an automotive section and automotive editors. These editors have been very cooperative in having a motorlog trip to Oak Glen using one of the new model cars. This year we had motorlogs in 12 southern California newspapers as well as stories and pictures in approximately 60 newspapers. We had also a travelog on television in color called "The Happy Wanderer" and sponsored by the Ford Motor Car Company and the Ford Dealers of Southern California. Numerous radio station reporters and commentators have given excellent cooperation in mentioning Oak Glen and the apple harvest. The automobile clubs and travel agencies have helped with stories and pictures of the area. One clothing merchant ran a story about Oak Glen with his clothing

ad, for which he received the national award of the Freedom Foundation three years in a row. Although some individual growers have used paid advertising, the Association as such has never spent a penny for an ad.

Nothing in this world succeeds like success so that now we have newspapers and other agencies writing to us and asking to be put on our mailing list and asking if they can come up and get material for a travelog. One editor told us that when we started he was doing us a favor and that now we are doing him a favor: if he doesn't get something in the paper about the apple harvest he will get a thousand letters from people wanting to know when the apples will be ripe.

We managed to get a large sign on Highway 99 and U. S. 10 about 20 miles from Oak Glen saying "Oak Glen, Next Exit." I have heard that it is the only sign on a United States freeway directing people to a place that doesn't have a post office. Among other things it is well to keep your political fences in good repair.

We have operated the Association over the years with an assessment of approximately $1\frac{1}{2}$ ¢ per box on the fruit sold retail and as the sales increased so did our budget appropriation. At the present time we operate on a budget of about \$3500. Three thousand is contributed by the growers and about \$500 by three restaurants that have been established within the last few years. Of the \$3500 raised \$1000 is paid to the publicity director as salary, \$1000 is spent on a picnic which we give every year for members of the press, radio, television and other cooperating agencies, \$500 is used for expenses of the publicity director, \$500 is spent for the apples to distribute to the various news media, and \$500 for a photographer, brochures, sign, stationery, and miscellaneous expenses.

Within the last few years three restaurants have come into the area all specializing in hot apple pie: one of these is capable of turning

out a pie a minute and still cannot keep up with the demand on weekends. There are also antique shops, artist's studios, gift shops, a wildlife museum and leather goods store operated by brothers who are taxidermists, a candy store turning out home made candies, popcorn and candied apples. All these have come into being within the last five years.

Since we started the highway has been widened and improved, the forest service has built and maintains a ranger station and fire crew. The County Recreation Department has purchased land, built restrooms and maintains a picnic area. Three church denominations have purchased land, built over a million dollars worth of buildings and facilities for their member churches of southern California thus bringing thousands of other people into the area.

Our big season lasts about four months during which an estimated 500,000 people come into the area. This figure was arrived at from counts made of cars by the U. S. Forest Service and the County Road Department. Many of the stands stay open for several months longer and the restaurants and shops are open the year around.

Today the Oak Glen area is considered by some county officials as being the hottest spot of development and interest in San Bernardino County.

I have often been asked how we managed to be so successful and keep our Association in existence when so many similar groups have fallen apart after a few years. This is a question I have often wondered about myself. In the first place within any organization of this type, someone has to be willing to take the leadership, to take time away from business when necessary to see that things get done when they should be and done right. In short, to be the fall guy and sometimes the goat, to try to keep disagreements from getting out of hand, to be able to entertain when needed. If for some reason a member refuses to pay their assesment,

then others have to be willing to pick up the tab and pay without stirring up a crisis within the organization. It is imperative that the organization stay together regardless of cost because no one ranch could get all the free publicity we have received. Only through staying together and presenting a united front as an area will we be able to survive and grow.

Another reason for our organization's success, I believe is that we have not loaded ourselves down with a lot of rules and regulations. Technically, as an organization we do not even exist as we have no by-laws, no rules, regulations, board of directors and keep no minutes of the meetings. Every member, regardless of size, has as much say as the largest grower. Everyone comes to every meeting and every man is a director. As a rule we limit membership to those who own property and operate their business, excluding those who are only renting or leasing a store building. We have no means of enforcing anything and all our work is done through gentleman's agreements which are only as good as a man's word.

In seventeen years we have only been able to agree on about four things. The first and most important is that we need to advertise our product and area; second, that we will put up no signs except on our own property; third, that we will pay approximately 1½¢ per box assessment on fruit sold retail and each man determines what his assessment will be; and, fourth, that we will not bring apples in from other areas.

It is my opinion that any group that tries to go much farther than this is doomed to failure. I also believe that any attempt to set up grade standards for fruit, health standards, type of stand or architecture regulations, or uniform pricing and expect the policing to be done by the organization will only lead to lack of cooperation and hard feelings. Any man who tries to tell his neighbor how to run his business will be promptly told to mind his own business.

It is my belief that it is up to the county and state regulatory agencies to enforce what laws are necessary, but if there were a thousand more laws on the books someone would find a way to evade them. Admittedly, most agencies have been lenient with farm markets when operated at the farm and by the farmer selling his own produce.

As more and more people come and more businesses are started it is probably inevitable that regulations be more closely adhered to. However, I think it is necessary to educate the customer to know the brand and the market or ranch where she purchases her fruit. If you buy a suit of clothes, a pair of shoes or a tube of toothpaste you buy by brand or from a reliable store. Produce should be sold on the same basis. If all the stands in Oak Glen had fruit of the same quality in the same container and the same price, we would never sell an apple because we are at the top of the road and people have to pass every other place before they get to ours.

Some of the members have been trying to get the Association to adopt a sign saying "Member Oak Glen Apple Growers Association" which they could hang in front of their place of business. I have fought against any such device because the members who advocate it the most are the ones that follow the most questionable marketing practices, and it would be used to lure the unsuspecting public. My experience is that where this has been used in other areas and even other products it is not always very reliable. Even an organization as large and as powerful as Sunkist Growers with 75% of the citrus in California and thousands of acres going through one packing house with their own inspectors as well as Government inspectors sometimes find it hard to end up with a uniform product.

Through the years we have had excellent cooperation from the Extension Service. They have conducted surveys of our market, the need and wishes of our customers and an economic analysis of our costs and operation.

This year we have asked the Extension Service to set up a conference to analyze the problems that arise from trying to handle the half million people. We want speakers from various governmental agencies such as the Dept. of Agriculture, Health Dept., Highway Dept., Planning Commission, Sheriffs' Dept., Division of Forestry and others that can make suggestions regarding our problems. We are all rugged individualists and don't want anyone telling us what to do, but we do realize we have problems and would like to work out possible solutions before someone comes along and tells us we have to do something.

Our own ranch market started in one corner of the packing house. In 1948 we revamped an implement shed next to our packing house as a salesroom and then in 1953 we built a modern salesroom 30 x 80 feet and a cider mill with a plate glass window so that people can watch the cider being made. In 1961 we doubled the size of the salesroom. We now sell about 40,000 boxes through our retail outlet and about 40,000 gallons of cider of which 4000 gallons is served in cups. On some days we sell as many as 4000 cups through 5 dispensers. We also have about 5 acres of oak trees planted to lawn and furnished with picnic tables and fireplaces for our customers. There are also hiking trails from our picnic area.

On weekends we have a crew of about 35 people working in the salesroom of which about 11 are box boys who wheel the apples out on carts over our paved parking lot and load them into the customer's car.

We have no super salesman as such: a super salesman being one who can sell a double breasted suit to a man with a phi beta kappa key. The people who come up to the ranch come with the intention of buying apples and we try to pick men who can answer their questions and carry on an intelligent conversation. Originally we used school teachers for this work, but as living standards of school teachers increased it became harder to find enough who wanted to work on Saturdays and Sundays, so now we implement our crew with University students from the University of California at Riverside, University of Redlands and other nearby colleges. We pay these men \$2.00 per hour. We have four girls for cashiers at \$2.00 per hour and five girls selling cups of cider at \$1.50 per hour. We find it necessary to have a man and woman working full time to keep the restrooms clean and one man keeping order in the picnic area.

On week days we have a different crowd of people: usually retired and well traveled people who have heard of our area and interested in it. On this basis I try to hire men who can visit with them and explain our operation. At the present time I have one man who is retired from organizing YMCA's in various parts of the world, mostly China and the Far East. Another man is retired and was supervisor of Red Cross Stations in army posts in various parts of the world.

We encourage groups to visit our packing house and study the apple operation. Classes come from grammar schools, cub scouts, girl scouts, boy scouts and many other organizations, and we pay one man to conduct these tours. We now get so many tours that we have to schedule them for time. Each child is given an apple and a cup of cider. Practically every town in southern California has one or more groups of retired people who get together for bus tours of different points of interest, and we get a great many of those, sometimes as many as ten bus loads in one day.

They don't buy much but it is advertising and we must assume that most of these people have children or relatives who will hear about it from them.

We spend about 25¢ per box on advertising and promotion for a total of \$10,000 and about 25¢ for labor and overhead or approximately another \$10,000. Our advertising budget is spent \$1000 to the Oak Glen Apple Growers Association, \$3000 for time on 3 radio stations, \$1000 for post cards, \$1000 for brochures and litter bags, recipes and incidentals, \$500 for entertainment and \$3500 to advertise in various newspapers.

In box lots we price our apples at about 25¢ over the Los Angeles wholesale market. If a box of apples brings \$4.00 per box in Los Angeles we would sell it for \$4.25. In Los Angeles the commission on a \$4.00 sale would be about 50¢ and the transportation costs another 25¢ for a total of 75¢. Our ranch costs of 50¢ per box for labor and advertising leaves us a net of about 50¢ per box more than we would receive for selling wholesale. We sell our one-fifth bushel box holding about 8 pounds for about 15¢ per pound or \$1.25. The half-bushel box containing about 22 pounds is sold for from \$2.50 to \$2.75. Also we have a 12-pound one-layer gift pack complete with shredded cellophane paper which is sold for \$2.00 and a 22-pound one-half bushel shipping carton that is sold for \$3.00. This we put out mostly around the Christmas season. Cider is sold for \$1.25 per gallon. Prices on less-than-box lots remain fairly consistent from year to year, while the pricing of full bushel boxes will vary according to the wholesale market. We try to encourage the sale of full boxes as we are primarily interested in moving a volume of fruit.

There is a certain amount of mass psychology in hundreds of people all buying apples. I recall an instance of a man buying six boxes of apples and the next day taking them around to the grocery store and trying to trade them for groceries. It happened that we were selling apples to

that particular store and the store owner told me about it. He said that this man told him he drove to Oak Glen and there were thousands of people all standing around eating apples and buying apples. There were all the different varieties to try so he ended up by buying six boxes. He said he hadn't eaten six boxes of apples in six years, so he was trying to trade them.

We also get a great many store managers and employees from some of the chain stores to whom we sell apples. They will come up on weekends with their families for a picnic, spend the day, and take home cider and apples when their own store is probably running a special of a four-pound bag for 29¢. We even have some of our own employees who will drive up on Sunday and get apples. They see the roads jammed with cars and they just want to see what everyone is doing.

People are not going to drive 50 to 100 miles unless they can buy something better than they can get at home, so we make every effort to give them a quality package of fresh, well graded fruit.

Each half of our salesroom will hold about 20 rows of fruit 75 boxes to the row, or a total of 3000 boxes, while the smaller size packages and cider are handled from behind a counter.

On the full boxes of fruit, the customer picks out the size and variety he wants, the salesman gives him a sales slip in duplicate, places the box on a conveyor, the customer rolls his box or boxes down past the cashier's cage, pays his bill and presents his duplicate slip marked paid to a box boy who then will take the order to his car. Each load of fruit going from the packing house to the salesroom is given a lot number and the lot number is stamped on the corner of the box, the salesman makes the sale and jots the lot number on the slip. This allows us to keep a running inventory at all times, and also gives us an opportunity to tell at a glance if any lot of fruit has been in the salesroom too long.

(Editor's Note: From this point on, Mr. Parker narrated and showed slides of the Oak Glen area and his own operation.)

MERCHANDISING VEGETABLES AND PLANTS AT ROADSIDE MARKETS

Edgar P. Watkins, Moderator
Area Extension Agent, Marketing, Cuyahoga Falls

We have a panel of three to present some information to you and I would like to ask them at this time to come up and take a seat at the table, Mr. Harold Richard, Mr. William Fulton, and Mr. Dwight Warner. We have a number of roadside markets and roadside operations in Northeastern Ohio.

We have made a start in the Cleveland area for instance of having twilight meetings for this group hoping that in spring, 1964, we will move into some sort of a clinic. Many of these people are growers and retailers. Some of them are strictly operators of produce markets who buy and resell. In this area we feel that both certainly have a place and both are doing quite a job of merchandising fruits and vegetables.

The panel discussion this afternoon is largely on vegetables because actually we have not done too much in this area or covered this subject at former Roadside Marketing Conferences. So we'll listen to each of these people and then afterwards we'll have an opportunity for questions.

The first speaker is Mr. Harold Richard. He is an OSU graduate, has become a successful vegetable grower near Ashville in Pickaway County, and operates a greenhouse as well as growing outdoor vegetables. His market is located on four-lane U.S. 23 south of Columbus. His topic, "Merchandising Greenhouse Vegetables and Annual Plants at Roadside Markets."

Mr. Harold Richard, Pickaway Co.

Thank you Mr. Watkins. I really feel inadequate especially on these two subjects. What we actually did a few years ago was to convert

an old barn into a retail outlet and since then we made improvisations and modifications of it. This past season we built a small display greenhouse on the south end of the market. We have about one-half acre total glass and we grow greenhouse tomatoes, some bibb lettuce, and a few cucumbers. But what I would like to say is that we only retail a part of our total farm production. We have approximately 350 acres outside and we retail just about one fifth of our total production through this retail outlet. We have actually eight main products that we sell through our retail outlet. These eight represent about 70 per cent of our total retail income. We will forget about the wholesale. Plants are the first one, then greenhouse tomatoes, then asparagus, strawberries, sweet corn, melons, cider, and pumpkins. This is from 29 different sources of income at our retail outlet. We keep enlarging this number and I suppose some chain stores have something like 2,000 or 3,000 sources of income but we do not ever want to approach this number. This gives you an idea of the size of our retail outlet.

With the plants, we handle about 39 different kinds such as annuals, perennials, biennials, etc. We open the market the first of May and we run through the first of November. These May sales have really become an integral part of our business. May sales hit a peak the third week in May just before Decoration Day and then start tapering off. Then we come into what we consider our strawberry season and that sort of helps the curve and we go right back up in sweet corn season, and start tapering off again. Then our melon season comes on and in September, cider and apples and then in October pumpkins help our sales curve. The curve goes back up the last week in October. We will continue this program of being open six months of the year. Incidentally, we found the plant business a real asset. We started selling mums

and sold mums from the first of May until the first of November. Some of you people know about the cushion mums and the Harvest Giants. When we start, we sell them at a quarter a pot and then we raised it something like 10 cents a month until we received 85 cents each for the Harvest Giants. We really think that in the future these will become a real nice thing for the roadside market.

With our greenhouse vegetables, tomatoes, lettuce, and cucumbers are our greatest crops, but tomatoes are really the only important one of these to our market and we sell only our off-grades there. We sell the No. 2 medium-large, the unclassified, the rough fruit and some of our No. 1 smalls or salad size. We put the salad size in a berry basket and sell them at 49 cents each that way. In 1963, we sold about 2½ tons of these off-grade tomatoes. Actually, we had to buy a few because we didn't have enough of our own and we sold them for an average price of 27.3 cents per pound.

Our asparagus starts in about mid-May and this year we received an average of that of about 30 cents per pound. We sold about 3/4 ton of asparagus. We have ten acres of asparagus but the above amounts to production from about one-half acre. I found that the senior citizens in our clientele really enjoy buying asparagus. The younger housewives or homemakers really do not buy asparagus to any large extent. If they buy it to try and then we might get them to come back for it. In mid-June we run a special on freezing asparagus and this was very successful. People really enjoy frozen asparagus as long as it is fresh.

We count on our plant business as an integral part of our income. We have a different philosophy about plants. We grow some of our own, and buy some. We consider petunias and tomato plants to be the most important plants to offer for sale. They run quite close in demand with very little difference between them. One year we will sell more

volumewise and dollarwise than the other. But these are our two most important ones. Our number three plant is geraniums and the last 4 or 5 years this has moved up in our retail outlet from practically nothing to close to the top. I think some of you greenhouse growers will bear this out that the trend has been coming to a bedding plant geranium. We are trying to tailor our business for next year to more of this where people can buy 25 or 30 cent geraniums and plant out in a bed.

Our number 4 item is mums which has increased in sales each year. Number 5 is our cabbage family; number 6 is our pepper family; 7 is total perennials. Now this doesn't include violets, pansies or things like that and they are right in the top ten. So you can see these are the ones we are going to grow. The ones where we can make sure that we got them. On the plant line for some of you people that have never handled plants it might be best to buy them. We started growing a little by little until we just know which way to go and how to go. We like to grow most of our vegetable plants and most of our annuals. There are exceptions to this such as celery plants. We only sell one or two flats a year. We don't encourage people to buy them but some person will come in and want to buy a dozen of a particular kind of plant. By growing our own, we are assured of our quality and quantity and can control the advertising on them.

In advertising plants, our basic philosophy has been advertise most the item in largest quantity as long as quality is there. This has been fairly effective.

We have some ideas we would like to incorporate in the future. Of course the reasons we buy the rest is limitation of experience. We are limited on space and time; it does not pay us to grow only a flat or two of an item. Our main problem is labor and our basic asset is

our customer confidence. We feel as though our customers have confidence in us and we want to keep promoting this side of the picture, too.

The large fore-runner road sign we built cost us \$120. The first day we put it up we got our investment back. People came along and told us the thing would not last because we didn't have guide wires on it. There have been several wind storms since and the signs across the road have blown down but old faithful is still there. We promote sweet corn and asparagus in season. We use this sign and slide cards in there to feature things in good supply at time.

In 1962 and 1963 we grew three or four acres of pumpkins. We took all 90 tons when they were ready and moved them out in front of the market and piled them in a large pile. We got a lot of good publicity out of that. It was just a mass display and we sold off the pile and it worked very nice. The doors of the market open up all the way across and in the south end now we have a greenhouse. But basically, it's just an old barn. It cost us a couple hundred dollars for concrete to fix it up.

Q. How big is your area that you draw customers from?

A. The state of Ohio, West Virginia, Kentucky and Indiana. We don't turn any of them away. We have tried to find this out and actually we are on the right side of U.S. 23 going south from Columbus and we have found that the traffic between four in the afternoon and 6 p.m. is our best sales period. We feel another year it would pay us to advertise on the radio during this time of day. Of course this is prime time on the radio and it would cost us more.

The next panelist is Mr. William Fulton. He is a graduate in Horticulture and majored in vegetable crops. He lives near Troy, Ohio in Miami County. He grows sweet corn as well as melons and today will talk on how he merchandises melons.

Mr. William Fulton

Thank you Mr. Watkins. Since I'm only talking on one crop and our farm is basically a two crop farm - we raise around 200 acres of sweet corn which is strictly a wholesale deal, we raise about 30 acres of melons which about half is retailed at the farm and the rest is sold wholesale. I'm not going to spend too much time on the notes I've got. I've got a few slides to show of our sales area and also a few slides on our production. The retail sale of melons was started by my father back in the late 1930's. He was practically forced into it, you might say. He had a small farm just on the north edge of Dayton and at that time he was raising seven or eight different crops. He raised a few melons. As he was grading them out he would come across a few that were cracked or damaged or something that couldn't be sold on the wholesale market. So neighbors and people in the surrounding area would come in and buy these damaged melons. He found he could get about as much out of the damaged melons as he could out of the No. 1 melons he was selling on the wholesale market. So he started putting piles of melons out in the front yard, people would drive in and it just kept snowballing to where he would sell 50-75 bushels of melons a day on a weekend right in front of the farm house. Of course, we were within two miles of the city limits of Dayton and we had a large population to draw from. We did absolutely no advertising whatever. It was all mouth-to-mouth advertising. In the early 1950's, he decided to move off this rented farm, so he bought a small farm up near Troy which got us about 20 miles away from the city limits. He figured if we were this far away there would be very little chance for retail sales of melons so he went back to trying to wholesale them again. Well, as you know, the wholesale market for melons is a kind of up and down thing, very unpredictable,

so he tried retailing again. It developed slowly and he passed away in 1954. That was when I took over the operation of the farm. We sold the small farm we had and bought a larger one. We decided if we were going to try to sell melons and really make a go of it at retail, we would have to do a lot of advertising, so we set up ads in the Dayton, Troy, Piqua, and Tipp City papers. We advertised in five papers. This started expanding the sale of melons at retail. Our retail sales are strictly melons. We do sell some sweet corn and a few tomatoes, but 95 per cent of our volume is melon sales. That is where all our advertising goes - for melons.

We have a big two story barn and we took a corner of it and had a cooler built in for our sweet corn. We also have our packing area for sweet corn and we have a corner of this for a sales room about 15 x 20. We have an area behind this where we can pull our wagons full of melons in and where we can sort right off the wagons onto benches from which we sell our melons. These benches are about five feet square. We have four of them sitting there for different varieties of melons. The melons are taken right off the wagon, laid onto these benches and people select the melons they want. Then they are taken over and put on scales and weighed. They are sold by the pound. We sell our melons at 8 cents a pound. This will usually be a cent or two below the retail price earlier in the season and later in the season it generally is a little bit above, but we maintain this 8 cents a pound. (Note: Mr. Fulton showed slides here)

The first slide is on our production. Any of you who have raised melons know that they can be a very difficult crop to raise. Also that you can produce a melon that looks very good but has very poor quality since a melon will get its size and its netting two weeks before it's ready to harvest. Many things can happen in this two

week period from the time that it has got its size and netting until harvest, but you may produce a melon that looks very good that has absolutely no quality at all.

Next slide shows the plastic mulch that we use in our melon production. We use this exclusively on our 30 acres. We found that it gives us a higher yield on our melons and we think a better quality melon and more uniform production in that we schedule our 8 or 9 plantings from the first of April until the middle of June. That way we try to have a steady flow of melons when we start harvesting. Next slide. This shows the back of the machine that lays the plastic mulch.

In our area there is not but one or two producers of melons within a 75-80 mile radius. Many have started and tried for a while but for some reason have dropped out. I suppose mainly because they can't maintain the quality that is essential to please the customers.

We come along and punch holes in the plastic mulch and plant our seeds in the soil beneath the holes. The melons grow through these holes and therefore make a much cleaner melon. As I say, it seems like we get much more uniform production this way. We used to have some plantings that would make maybe 100 bushels per acre and the next planting would make 400 bushels per acre. We used to transplant but we found that we just didn't have time to take care of them in the spring. Now it is all direct seeded. We have a burning machine to burn the plastic off when the harvest is over.

The next slide shows a wagonload of melons coming out of the field. These are packed about 50-52 pounds to the crate. When they come out of the field they are packed ready to go to market. We have two things we can do to these melons when they get down here. If we have a surplus at the time, which we do at the beginning of the

week, we pull the wagon into our hydrocooler as melons are a very hard crop to hold. We have a hydrocooler set up for our sweet corn, so we pull the whole wagon in and cool the whole load at the time. We pull the load in, run it through the hydrocooler and then put it in our cooler. We find we can hold melons three or four days very well. This helps distribute the supply that you need. These wagons are backed right in behind the retail area where we can take them off the wagon and place them on our benches. One fellow can handle the sorting of the melons onto the bench and also help customers select. It only takes two people to run our retail market; one fellow lays melons on the bench and my wife handles most of the retail selling. That reminds me, I believe Mr. Parker may have got me in trouble. He told about paying his help \$2 an hour and my wife demands a raise now so I don't know if she will work next year or not.

We have often thought we would like to have a real nice retail room. I come to these meetings and I see the beautiful buildings that some of you people have, but we don't know just what we want. Like I say, we have ours in the corner of the barn. It is right next to our cooler so we can either take melons right off the wagon and put them in the cooler or we can put them on our retail bench. I stand right there so I can see all the packing area for our sweet corn and thus can manage all if it. If we move somewhere away from the barn to put up a retail market, then we will have to have someone strictly in charge of that. Now our retail melon sales total approximately 1,000 crates a week. Retail takes near 75-100 crates during the weekdays and about twice this on a Saturday or Sunday. Most of these are sold by the pound at 8 cents a pound. We do sell these crates at \$3.25 per crate if people want them and there are some that move out that way. Most of our sales are about 6 or 7 melons per

customer.

The next slide shows the back of the cooler wall. It's just a cheap cooler because we only use the cooler for about two months at a time for our sweet corn. We also can store melons in there. Those are wagons behind. This is looking at the cooler. Next slide. This is our pile of melons. You see a bench here to the right that the melons are piled up on. They select their melons off of here and we've got places over on that other bench where they can set their melons if they want to while they are selecting them, and then are put on the scales. The scales will hold 30 pounds of melons. Not too many people sell them by the pound like this but we found that we can move them faster and people seem to think that they get a little fairer deal by getting them by the pound because if you go in there and you are going to sell melons so much apiece or you try to mark them 25¢ or 30¢ and you've got so many melons at 25¢ they are always trying to get biggest one out of that 25¢ pile. It seems like it works a little smoother for us since we have only got one crop that we are selling when we sell them by the pound. One person will stand at the scales and another stands back there and sorts the melons when we are busy. During a slow period one person can take care of it. There are two important things in selling melons. They are that you have to maintain quality which seems difficult for quite a few growers to do so, especially if melons just happen to be a side crop for them. You people who have to buy melons to sell know the problem you get into in having to buy melons. This usually means the end of constant quality. One customer told me there's nothing better than a good melon and there's nothing worse than a bad one. I think perhaps melons take a little more personal service than

a lot of other crops do in that it is hard to tell when a melon is mature. A melon may look ripe, but when you may cut it, it may be overripe or may still be green. It will vary from variety to variety. We try to help people with this problem when people come in, we ask them when they want to eat the melon. Do they want a melon to eat today, tomorrow, or the next day? Are they going to refrigerate the melons when they get home? Then we mark the melons for them. My wife takes care of this job. She is the one who helps make our retail business successful. If they want to refrigerate them we give them all fairly ripe melons. If they want melons that they are going to hold four or five days she will mark them in that order. People really appreciate this.

We have chain stores in Dayton that sell our melons and advertise them as our melons, yet people will drive out from Dayton to get melons when they could go right next door and get them. They say, "I get one in the store and go home to find it is hard." Or, "I got one and kept it two days and it was too ripe." You only have about a two day period when a melon is top quality. So I think personal service is very important with melons. We find this out if my wife happens to be gone for a day and put one of the high school kids selling. Boy, we really hear about it! People come back the next week, "I got a melon. It was hard and the boy said it was ripe." I believe this personal service has been a success in selling melons. I don't know how it works on other crops. We try to retail other crops and there just isn't any volume at all. We draw a good many people out of Dayton, mostly from about a 30-40 mile radius.

Q. Do you do any advertising?

A. We advertise in five papers. One thing we do try to do each year

is to give people something to talk about when they come out. We pick something that we can push in our ads; for example when we started using plastic mulch, we pushed this. When we started raising hybrid melons, we pushed this. When we get a new variety we mention this in our ads. Just mention it in part of the ad and people will come out and ask about it. It gives them something to talk about. Another example is sweet corn. People like to talk about Golden Bantam Corn.

We raise mostly Burpee Hybrid melons. All our wholesale sales are Burpee Hybrid but we raise about two or three other varieties for retail. We found out if you have two or three varieties and they happen to come out one time and get a bad melon, the next time they come out, they will choose another variety. If you only have one variety and they get a bad melon then they are done buying from you. People have different tastes. Some melons will slip from the vine and still be maybe four or five days away from being ripe. It is handy to have some melons like this. Burpee Hybrid is a melon that won't slip until it's ready to eat. And if you have a melon that has a different maturity you can tell people to keep it and eat it last.

Q. What do you do about the melon punchers?

A. Well, that is why I don't sell. Mr. Parker mentioned this morning that you have to have a very patient wife. Most of our customers are people that keep coming back and we don't have much trouble with them. They generally depend on you to select the melons any way and you hear about it when people first come in. They look for that soft melon. If we give them a soft melon, and it is not good for our business at all because it seems like the varieties that are raised here have got to be firm on the outside. Customers soon learn that fact.

Ed Watkins

This next panelist is a suburbanite. He farms within five miles of Columbus. He has developed a good trade in sweet corn and I think everyone in the Columbus area knows of his retail outlets. He has three retail outlets and he will describe some of the things that he does to attract customers to buy sweet corn.

Dwight Warner

We have found that one of the first things we have to do is provide a constant supply of quality corn for our customers. They can come in here any time from the 10th of July on through the end of October and be fairly sure of getting top quality corn day after day whether it's Monday or Thursday or Saturday or Sunday.. Our competition up and down the road, which may come on for a week or two in the summertime, does not bother us too much because they are only there for a short time. We do find that our customers may drive one, five, or ten miles to get our sweet corn. After they get there we try to be sure we have the quality corn for them. Of course they will pay a little more if they can be sure the corn they get is going to be very edible. One of the comments you quite often hear. "I stopped on the way into town out in the country someplace and got some corn, took it home, but couldn't eat a bit of it." They may have bought it for 39 cents a dozen, but it wasn't a bargain at any price.

I am sure there are a number of good varieties that might be grown. We change our varieties as we go along. We feel our customers tend to get tired of one variety all summer long, so we switch and have two or three varieties that they will get as they go through the summer. We do try to maintain good quality for them. I'm quite sure the corn that we grow probably isn't any sweeter than that grown by others up and down

the road or across the county. The important part is to get that corn to the consumer in such good condition that they will take it home and be satisfied with the sweetness of the product. The Ohio State University has done some research results that most of you know about which shows that sweet corn loses its sugar as time goes on and it also loses it more rapidly at higher temperatures. So we try to pick most of our corn within a matter of a few hours of the time customers will use it. On a weekend that is not too much of a problem because on Fridays, Saturdays, and Sundays it keeps us busy getting the corn picked fast enough to supply the customers. We use substantial quantities of ice to keep our corn cool and fresh. I am sure we don't get it cooled down as quickly as we should and we don't get the temperature down as low as the horticulture people recommend. They would like to see it down below 40° F. in a matter of perhaps less than an hour after it is picked in the field. I am sure we don't accomplish it that fast. On the other hand our corn is cooled down somewhat from the field picking temperature. It does not go into the consumers hands warm as most of the corn they buy from our competitors. We try to maintain a moderate size ear of corn. Some varieties tend to be on the small side, and others tend to be quite large. We like to maintain an average medium size ear of corn. We are a little selfish in one respect though. Why sell them six ears of great big corn when you can sell them a dozen ears of medium size? Many people who buy our corn are white collar workers and housewives who do not like to eat too many calories. If you give them a small or medium size ear of sweet corn, they will finish it and say, "My, that was good and sweet!" But, just think what they would say if they had to finish an ear that was two times bigger. I am sure their appreciation of quality depreciates the larger the ear of corn. We attempt to pick the corn also at what we feel is the proper maturity time. We have some customers that come to

us and ask how they should like their corn. Some like it small size, others moderate size, and some the large size kernels. A lot of regular customers will say it doesn't make any difference, it's always good. Then there are some ladies who are diet conscious and they don't like any corn at all on the cob. They will buy the stuff that we would throw away except that we have learned that there are those customers who demand those blistered ears. So we have to pick them and provide some for them.

We attempt to pick the corn at the proper stage of maturity, but if we must deviate from that, we prefer to pick it on the young side so that the customer has a sweet, tender ear of corn to take home rather than an ear of corn that is not quite so sweet and not quite so flavorful and not quite as tender. It may be necessary to go through a patch of corn two or three times to pick it and come up with the kind of corn we would like to sell. Some of our customers come up and ask if we have white corn today. Of course we don't grow any white corn but we pick this corn so young sometimes that it has a white color and lacks its full yellor color and they mistake it for white corn. Perhaps the next time they come back the corn is a little more mature, has a little more yellow color to it and it doesn't appear quite the same, so they are looking for that white, young blistered corn. I should say we retail somewhere between 40 and 50 acres of sweet corn and a few other vegetables.

Q. What kind of plant population is good for sweet corn in good loam soil?

A. We try to plant about a foot apart. Of course we fertilize heavily and irrigate. I am sure some commercial growers plant closer than that and come up with a smaller ear size but that might be a little too close for the Gold Cup variety if you want to develop a little better

ear size. There is quite a bit of difference between us and other growers. Although we are up the river about five or ten miles from here, land is not too frightfully expensive and if we need another few thousand dozen ears of corn we can easily find the acreage to plant and it doesn't cost too much to get our production. The Iochief variety will yield quite well if it is planted close together. You get two ears per stalk on a large percentage of the stalks. I don't have the figures on Iochief versus Gold Cup but I am sure the Horticulture department at Ohio State University has published them. Iochief yields quite well but not nearly as heavily as Gold Cup. When we are not bagging the corn to sell to a chain store, we don't care whether we get a thousand, 1,200, 1,500 or 2,000 dozen ears per acre. Primarily, we are interested in a nice size of ear of corn.

"PICK-YOUR-OWN" METHOD OF DIRECT SELLING

Panel: Ralph Folsom, Logan County; Robert McQueen, Lucas County; W. W. Magill, Lexington, Kentucky

Sam Cashman

Our next subject on the program is "Pick-Your-Own" method of Direct Selling and I know that many of you have wondered about using this method and how it works. The program committee has brought three people here that have had experience in this method of merchandising their crops. I suspect we can think about those people who go out to your place to pick their own fruits and vegetables as "go-getters." I place myself in this category. Occasionally, I take my wife and family out to a place where we can pick our own apples, strawberries, etc. I might be like a man they tell a story about in Washington. It seemed that he didn't have anything to do. Each morning a certain lady would walk past his place and noticed him on the porch in his rocking chair rocking back and forth. Finally after three or four mornings seeing him doing this, the lady conjured up enough nerve to ask him what he did or why he didn't have a job. "Well," he said, "I'm sure you must be interested in knowing what I do. I'm a 'go-getter'." "Well," she said, "I don't know exactly what you mean." "Well," he said, "I take my wife to work and I go get 'er." So, I think these people who pick their own are the 'go-getter' type. They go and get it. And I think it will be very interesting to hear some of the gentlemen here this afternoon tell us a little bit about how this method works out.

Our first gentleman on the program is Mr. Ralph Folsom who comes from Logan County near Bellefontaine, Ohio. He tells me he operates about a 30-acre orchard plus about 5 acres of small fruits. He has a roadside market in conjunction with this and a "pick-your-own" berry operation. So, we would be delighted to hear you tell this group how

you think this method is working out for you. I'm sure you have got a lot of interesting things to tell us.

Ralph Folsom

I'm hardly in the category of a "go-getter." I let her go and bring herself back. My wife drives a bookmobile three days a week and on top of that after about 40 years she decided to take a night course in school. I find myself in kind of a "pickle" here resulting from the fact that Mr. Royer's secretary happens to know me. I got to be kind of careful about what I say because if I don't she may come up here and tell you different.

This "pick-your-own" for us all started back during World War II. My parents had a good size raspberry patch and a woman stopped in one afternoon and asked if she could get a crate of raspberries that day. She was informed that if she could get them picked she could get them. She said, "Well, how about me coming and picking them?" Since then, it has worked up. Some years we pick 75 per cent of our berries. It depends a little bit on how many people are working on some other job. Each year, we generally aim to keep a strawberry patch that is two or three years old. People can come to our place and pick any time of day they feel like picking, stay as long as they want, and pick as many berries as they want. The price in the last few years generally has been a quarter a quart. Our method is to turn them loose, let them do as they please, and if they tramp on some berries that is their fault. The better patch of berries we aim to keep under supervision and pick them ourselves in the morning. We have had people come as early as 5:30 a.m. to pick strawberries. They pick as long as they want. Ordinarily, until about noon. This supervised patch will cost them 10¢ a quart more or generally 35¢ per quart than for the other patch. They have the

privilege of taking all the berries or part of them. If they don't take the berries, we pay them at the rate of the going picking price. Then, we subtract that from what berries they do take. I have found that over the years this method has worked pretty good. The "pick-your-own" pickers will take better care of the patch and they pick berries that I wouldn't have paid pickers to pick. And they think they are getting a bargain.

We are located between Zanesfield and Bellefontaine. It's about three miles from the highest point in the state. People come and want to know the location of Campbell's Hill and I tell them it is up there where the radar station is situated. Until about three weeks ago we were on U. S. Route 33 but now we are on Logan County 25 due to highway reconstruction. They cut about five miles off of U. S. 33 and put a new road in with no signs and no fences.

Mr. Parker talked this morning about how he thought there was an apple tree in every family. Well, there's been a lot of things blamed on the apple, even the sins of the world. Someone once told me it was not the apple in the Garden of Eden that caused the trouble, but the pair on the ground.

Sam Cashman

Thank you, Ralph. We will continue on and if you have questions after each of these gentlemen have spoken perhaps we can go from there.

The next gentleman is Robert McQueen. He has about 100 acres of orchard and rents about 100 acres and has developed a rather interesting and outstanding "pick-your-own" situation with apples and peaches. He grows for the wholesale market, also and is one of the few peach growers I understand that had a crop in 1963.

Robert McQueen

Thank you. Sitting back there in the audience a little while ago reading this book for about the 14th time, my wife said, "Bob, are you nervous?" I said, "No, I'm just quick." We are not the oldest orchard on the "pick-your-own" basis in Ohio. We didn't even think about getting into "pick-your-own." Six years ago when the weather turned to about 95-100° F. for three weeks straight, we didn't have enough retail business to demand our fruit, and the truck came driving back with 100 crates of fruit the wholesale market had turned down. The peach juice was running out of the truck. So we sat around for the rest of the day feeling sorry for ourselves. We didn't know what to do with about 3,000 bushels of peaches still in the orchard. My dad went down to the local newspaper and placed an ad in it. Five days later we were out of peaches. People came out and picked them all. I laid off all the help and just stood there and took the money. That convinced me right there. We looked around and bought another farm and planted it all to peaches. We were operating 20 acres at the time and now we are planning to open up 40 more and we hope to sell the peaches from the entire 60 acres by "pick-your-own." I believe we can do it based on our past experiences. It sure saves a lot of grief.

Our peach harvest season starts with Red Havens. We found out that we had quite a large planting of Early Red-Fre variety. For those of you who are not familiar with it, it is a white fleshed, freestone, peach. It is good eating, but you cannot haul it any further than out of the driveway until it starts getting flat on one side. We thought we would let people go and try that. Well, it's not a canning peach, so we found out that people come out in the orchard and the very first thing they will do is get out of the car and eat all they can. That

goes right along with the business. You just grin and bear that. They may come back with just a peck. Some people come with six or seven kids and eat nearly half a bushel. We lose money on that deal like that. We now take all those Early Red-Fre peaches to the open markets. We do have a wholesale market for our early varieties. But when we start with our Red Havens, we start with "pick-your-own". For the 20 acres of peaches, I have just three men, one foreman and two pickers. About 95 percent of our crop is sold on a "pick-your-own" basis. We have peaches there if people want to buy them. Some people say "I just will not go out into the orchard to pick peaches. It's mighty hot, there is no air movement out there and I don't care how much it costs. You can pick the peaches." This is all right with us as we have them both ways. We don't sell very many peaches right there at the retail market. We have them if they want them.

We have some advantages in our favor in our area. We are the only grower in N.W. Ohio that runs an orchard on a "pick-your-own" basis. We are located 8 miles from the city of Toledo and 4 miles from Maumee, so most of our customers are city people. There are very few rural people in our area. Labor savings is the main reason we use "pick-your-own." Before, we had as many as 12 or 14 pickers and 5 or 6 people grading in the packing house. It took a lot of baskets and others driving trucks wondering where to sell them. What we say is that about three people can handle all this. There is not much help available during the peach season.

There is another good thing about our peaches. We let them on the tree until they are tree-ripe. Then, when that peach is done growing, it takes fewer to get a full bushel.

We have run into a little trouble. The first 2 or 3 years, people would get discouraged if they came out and the Red Haven, for instance, was gone and the Jubilee peach was not quite ready yet. So we just let them go ahead and pick. We did not want to lose that customer, but soon they started coming back and saying, "I got a bushel of peaches, put them in my basement for 10 days and they are still hard. What am I going to do with them?" She was not too happy, so we started closing our orchards after one variety was picked out. With Red Haven it takes about three days to clean out a 300 block of trees. We are down to about 250 now. Then we close up and if the Jubilee are not ready, we just tell people we are sorry but the fruit isn't ready yet. We tell them to come back in five days or so, or give them the right date to come back to pick their peaches. That seemed to work out fairly well. The customers do come back. We thought maybe they would go somewhere else and check but they come back and pick peaches. Once in a while they have to use ladders. Generally, they are rough on ladders in the orchard. Some don't seem to care how they use them.

On the peach deal, we charge the same price every year. We charge them \$2.75 a bushel as long as we said they could pick and there is a ladder for them. We let them go ahead and pick and use their own basket. We do not try to charge by weight or any other method because we found it takes too much time. Some of our customers start as early as 5 o'clock in the morning and others will pick after dark with their flashlights. You think everyone is out of the orchard and you are about ready to go home about 9:30 at night and someone comes driving out of the orchard. You wonder where he came from and did not even know he was back there. He could have gone home without our ever knowing about him.

It is very important, we found out, to prune those trees just as one would if to be the first one on the wholesale market with the first bushel of peaches. Prune them out and thin them properly. We made a bad deal on the Red Havens one year. They were a little thick and I decided not to thin them. I fertilized them a little and tried to give them more size and let the people pick them anyway. Well, you don't fool people that way. They just passed them up. They let those little peaches hang on the trees and they ended up on the ground. So that was a good lesson for us. We thin them out now and put the hoses to them to remove the excess ones. We get every peach on the tree just as perfect as we can get it and large fruit. The people come out and its very good advertising too, of the word of mouth type. With that good bushel of peaches, we also have baskets they can purchase if they want. A lot of customers come from the orchard with 2 or 3 bushels of peaches and then come back in and ask to buy another basket. We had one man come out one morning with 52 bushels of peaches. He came from Ottawa, Ohio, and picked them for his mother and sisters. We really did pick 52 bushels in one day. We don't allow people in the orchard for less than a bushel. If they want less than a bushel, they can buy them at the sales booth.

Another thing we learned was to only have only one way in and one way out of the orchard. We trusted the people too much in the beginning. My house is in the corner of the orchard and my wife called over on the phone and said, "Why are you letting all those people drive out the back way?" and I said, "I'm not." She said, "Well, they are doing it. There are more cars going out the back than there is the front."

Another thing I believe you really need more than anything is insurance on the orchard. We ran four years with no accidents at all.

Then two years ago a little old lady fell out of a tree and broke her back. The next day a little old lady fell off a ladder and broke her ankle. Boy, that was quite a day. My mother fainted and the whole bunch was upset with an ambulance in there twice driving through a peach orchard. We carry \$200,000 liability insurance on our orchard now. One case still isn't settled. One very important thing is that you don't want someone else running your orchard. It takes too long to grow good peaches for that to happen.

Reactions of customers are interesting. Women will get there about 8 o'clock in the morning, and say, "I've got my cans all washed, my sugar bought, and I have come for my peaches. I'm going home and have them in the jars tonight." And there they are, peaches hanging dead ripe on the trees that she can go right out to pick and take them home. As I said before, when a peach is through growing we know how many bushels are on that tree. People will go out there in the orchard and pick them off the tree first, then they will pick them off the ground and even some that have been stepped on. You feel almost ashamed to charge them, but I have never felt that bad yet!

People do enjoy tree-ripened fruit. And that is what we advertise. We made the mistake about four years ago of letting people pick before the fruit was fully ripe. We were afraid we would lose the customer, but we found that we made a more satisfied customer. Some of them come out a little disappointed but they say, "I'll be back" and, by golly, they do come back. So I believe when you are running a pick-your-own operation, you should have a sufficient amount of volume. We did not start this pick-your-own deal until the year we got stuck with them, but believe me, that changed our minds in a hurry. When you can reduce your labor crew by 15 men, and handle it with three, there are some real

savings. The three of us are quite busy during a good day, but it sure pays off.

Family enjoyment is one reason the pick-your-own method works. Our big drawing card is people from the cities nearby. I have had people come out in the orchard and almost forgot about them. They would be out there for 3 or 4 hours. They go out there, spread a blanket under the tree and have a picnic. They really do enjoy it. People thank us. Two years ago we started giving people a pamphlet about the rules and regulations of the orchard. We try to impress on the people that we are doing them a big favor by letting them in my orchard to pick peaches. You understand every bushel is a 5-peck bushel when somebody else picks it. They never get 4 pecks out of it. But we charge accordingly. We make \$1.25 a bushel difference in price. We pick them at \$4; they pick them at \$2.75, and 95% of our fruit goes that way.

A couple of years ago we had an awful mite problem up there. I didn't want to spray and people would come out of the orchard and say, "That fuzz is really crawling on me." I didn't tell them any different. That wasn't fuzz; that was mites. It was really funny to watch them. White shirts would be almost red sometimes.

We are really sold on this pick-your-own for peaches. Peaches are such a perishable crop anyway. As I say, it helps to be located near a big city in order for it to be a success. And do enough advertising. We spend \$1200 to \$1500 a year on advertisements. We use radio and billboards. We started billboards this year and we have 7 different radio stations we advertise on. You get the word out and they will come. They feel like they are doing me a big favor in the orchard. I try to impress that on their mind, you know.

It worked so good in peaches that we decided to go into apples six years ago. We went in and picked all the Jonathans and Red Delicious ourselves and put them in our storage. It was about the last week of October before we let the people come in. We found that was a little too late. We only had one good weekend and weather wintered up on us. Well, the apples froze and we let them thaw out and picked them again. So, it didn't work out so good the first year. It was an expensive lesson. After that we try to get them in the orchard by at least October 10 or 15 depending upon the season and the apple maturity. We still go in and pick the Jonathan and Red Delicious ourselves as we have no trouble selling them. We leave a lot of the Winesap and Rome Beauty varieties for them to pick. These two varieties are rather slow movers up our way. We also have some Wagners and Baltimores and some other varieties. We charge them \$2.25 a bushel for apples, put them in their basket and away they go. The thing to do is to get them in there early. Sometimes the weather works against you which can hurt sales for apples. 1963 was the most successful year we have ever had in pick-your-own because the weather was so good. There were 25 acres of apples we let them into and I don't believe you could find 10 bushels laying on the ground when they finished picking. They will pick them up off the ground. So far, I have never felt bad enough not to charge them. That about sums up the way we run our business. If there are any questions, I'd be happy to answer them. Thank you.

Mr. W.W. Magill, Lexington, Kentucky

Everybody has a hobby. Mine is peach growing. It has been for forty years. One of the most interesting things you can do is raise something unusually good and sell it to the public and that is why I like to grow peaches. I got tired of eating this green stuff out of the grocery store. My first experience of selling at roadside was a pick-your-own deal the year after the Cincinnati flood during the early spring of 1937. In 1938 I had my first experience of selling peaches at a roadside stand. I have a peach orchard 8 miles from nowhere out in the sticks. I always thought that would be a good way to sell peaches to clientele who had never had good tree-ripened peaches before. I picked out an orchard site on the Southern Railroad train one night riding from Cincinnati to Lexington at 60 miles per hour. We passed a little town about 40 miles directly south of Cincinnati. We were hitting better than 60 when we went through that little town and I noticed on going through the town that this was the highest point on the Southern Railroad line through that section of the country. And I was trying to stay awake. The train only stopped long enough to get off if you were awake. If you didn't, they would take you on to the next town. So I was trying to stay awake. And I found that little town was the highest point and I got to thinking that I had a friend in Lexington who had married into a good farm up there. I had been up there visiting with him several times and knew him fairly well. I also knew the conditions he was working under. As I saw it, it was 8 miles from nowhere because you left the highway and the further out you went you come nearer to being nowhere and he lived about 8 miles out on that road.

I said to him the next day, "You have a good location for a peach

orchard on your wife's farm up there." He said, "What do you mean?" I said, "Back where you raise your tobacco on the high elevation. It's the highest elevation of the Southern Railroad, and you'll have a crop back there when other people's orchards frost out." He said, "How do you know?" I said, "The laws of physics explain that; hot air goes up and cold air comes down. Set the trees on the ridges and avoid the spring frost." Well, he didn't say much about it until he came over the next night. No man has ever questioned the laws of physics. So about two weeks later we put out about 1,200 trees. I reckon you all think that deal was crazy. I guess it was. There was no formal or written contract, it was just a gentlemen's agreement. I furnished certain things and he did the work. It was under my direction and I got part of the crop. Cost no money for him to go in. He hired his farm labor to do the work under my direction over the telephone.

Country folks living around there never had got into the habit of getting good peaches. Few women can peaches any more. Out in the countryside where these people were, they still canned peaches and I knew they did. The first growing year we had a freeze and I lost 2,000 trees. Then we had the flood.

The Belle of Georgia variety was the first thing we had come on. The man was a religious Baptist and had to go up to Baptist prayer conference when they started to ripen so I took my vacation and went up to sell peaches. I spent about \$25 advertising in about seven county seat papers that people could come pick their own if they brought their own containers. Well, a lot of people heard about that orchard and wondered who was crazy enough to plant one in that location. There was no other orchard within 30 miles of there. I should have had more sense than to start sales on Monday. On Sunday night and early Monday

morning I had a little country boy out there to carry water to me and help do some picking. We picked 20 bushels not knowing what would happen. But by 3 o'clock in the afternoon nobody had come. I found out later that all the women washed on Monday and didn't want peaches to can, until they finished washing. But by 4 o'clock in the afternoon they started coming and as dark came that night, they wouldn't take any of those peaches I had picked even at the same price as from the tree or in their own basket. They wanted to pick their own because they had read in the paper that they could do that. After it got too dark to pick their own, we sold the 20 bushels I had picked earlier. The next morning I picked 10 bushels and after they got the washing and ironing done on Monday, they were ready to work on peaches and they came from far and near. They just darn near picked out every thing we had ready to go at that time. When it got dark I sold the 10 bushels I had picked that morning at the same price.

Now, if you want to mess up on details on picking peaches on your own, you tell them, especially the women because they are the ones that come and get the peaches, the men stay home and do the work, tell them how to handle themselves, where to pick, and where not to pick, and you will have the darndest hairpulling you ever saw. But if you tell them, "Go where you want to pick. If they look redder somewhere else, go ahead and pick them. You don't have to clean them up, just get the ones you want. Pick the big, red, ripe ones." If you turn them loose like that, you wnn't have any trouble. But if you tell them what to do, "Oh boy, the fur will fly!"

You may have an occasional tree which isn't quite right, here is the way to get it picked. Stretch some twine around the tree, make a sign saying, "This tree reserved, do not pick." If they don't pick

every peach off the tree the day you put that sign up, I'll be surprised. The reason I know is I got in an adjoining tree one time where I could see and watch them.

I have never had a woman or man complain about the peaches they picked themselves. Whether they're green, ripe, overripe, or anything else, if they picked them, they were satisfied. My trade language is, "If a peach is on a tree, it belongs to me. When you pick it, it's yours! Don't pick it unless you want it. Pick the super duper ones all the time." And the next one that comes along will say, "Well, this one looks pretty good." And they will clean your trees. Some of you would want to say, "They will break the orchard trees all to pieces." Well, that's not true. Anybody that says that just does not know what they are talking about. They will not break any more limbs than if you were out there picking the trees yourself or if your own son or son-in-law or wife was helping pick. They won't break your trees. You may find one out of every hundred that will shake them and that is a little different. We had to find out about that too. Peaches off the ground were the same price after we found out that was desirable.

I remember one character that did not like me. I raised a boy up there to collect money if I wasn't there. We had a certain shade tree where we stayed as there were no buildings out there at all. I sneaked down across the orchard and saw a fellow shaking and picking them up off the ground. I went up to him and said, "Now that is a pretty nice car and a pretty good looking wife with you, too. It will be alright if you don't come back and get any more." He said, "What do you mean?" I said, "Well, you know, don't tell anybody. If you don't tell anybody, nobody will ever know." I bet there was 40 people in that neighborhood in 3 or 4 days who knew that I chased one

guy out of the orchard for shaking the trees. If anybody ever shook any after that, I didn't find out about it.

You may have about one customer in a hundred that will not only pick a bushel but they will put a peck on top. There is a simple way of handling that. While you are waiting on the fellow to pay off, just go by and accidentally kick your foot into the basket, while 25 or 30 people are watching and see them roll off. I have never seen a man yet that would pick them up and put them back on.

Now, at this same time I had another orchard down there 40 miles the other side of Lexington. I found out it was in a frost pocket. I found that out in a fancy way. I had one or two crops from which I got my money back. I advertised Belle of Georgia. Had a couple hundred trees of them which was a hundred too many. I had a fellow down there that loved the trees, a real conscientious young man. I was supposed to get down there the day the pick-your-own deal started, but something came up so that I couldn't get there until the next day. They told him I wasn't going to get there. He called me up that night and said, "If you don't get down here in the morning, I'm going to leave. We had the awfulest time yesterday. We came very near having three fights down here. I have had it and will not go through a week of that for the whole orchard even if you gave all the proceeds to me." I said, "Now just be quiet. I'll be down there sometime before breakfast time and eat breakfast with you." I went down there and found that he had tried to tell them where to pick, how to pick, be careful, clean the trees as they went and all that bunk. That was what started the hair flying. He stood out there that day and watched me and never said a word. We sold about 150 bushels that day and had a very satisfied clientele. They all came back again and sent their friends back because

they were satisfied because we had let them do as they please. Tell them to get the best peaches and they will be back again. If you tell them in detail what they can and cannot do, you will be in for a rough time.

Now, about the time we had these Belle of Georgias in this orchard south of Cincinnati. They don't get very much pruning but they had some of those "super duper" two-and-one-half inches in diameter size which is a pretty good Belle of Georgia. There were a couple of gals who came out once to an education meeting I was holding one afternoon. They wanted some ripe peaches, but there just wasn't anything ripe. I said, "Now if you'll wait here about a half an hour, I'll go with you." They had a nice Oldsmobile and they wanted to go places. I said, "It will be about a 35 mile drive but I'll get you about half a bushel of "super duper" peaches. So they went down there with me. I started by putting an ordinary No. 3 can on a tobacco stick. It was long and rough and too hard to handle. But I got something better around that. I went to the carpenter store and got some of those big bamboo cane fishing poles, in six, eight, and ten feet lengths. I bought them for a quarter a piece. They were glad to get rid of them. Then I took a little drill and drilled a hole at the top and put a No. 3 can on there. We reached the big peaches this way and really gave them some "super duper" peaches. People come after a bushel of peaches and most of them want a bushel and not over two bushels. They also like to pick out those "super dupers." Instead of picking them as fast as they could pick them going up the ladder, I let them pick them with these poles. And you would be surprised at the number of bushels you can sell in the course of the year that way and have the poles last until the end of the season. Now I showed these gals how to fix them and I got them some just right. I told them, "Now, you

get some little lace doilies, and get your ivory handle steak knives and put a little patty of powdered sugar out there at your bridge club and serve these tree-ripened peaches to your guests. Let them eat them and if they want more, give them more." I fixed them up a half bushel like that. Afterwards, I got more sales for "super dupers" for bridge parties than you could imagine would ever come. Women would drive 40 miles there to get "super dupers," as they call them, for their bridge parties. And while they were there, they would take some more off our hands. Usually a bushel that was not quite so good home with them. So that is a little idea on the side that really paid off well for us. We are still using this method.

Now, I tried to get my friend Frank Street from Henderson, Kentucky, to try pick-your-own. He is the past president of the National Peach Council and operates about a 150 acre peach orchard there. I tried for 10 years to get him on this pick-your-own. He said, "Oh, that's peanut stuff." Another director of the National Peach Council from Kansas said, "Frank, you're about to begin if you are not doing pick-your-own now." He said, "Why, I move 75,000 bushels a year that way outside Wichita County." There are no peaches raised out there besides his and he has been selling an enormous volume of his peaches that way. People go there to pick-their-own. So Frank tried it. I called him the night before I left because I wanted to be sure on some statements I was going to make about him. He likes to start with the Golden Jubilee variety. They fall bad and he doesn't like people to go there and see peaches all over the ground. And says they feel sorry for you. He said, that it was the greatest incentive for people to come to the orchard that he has ever found. He does not believe in turning people out of his commercial orchard until the wholesale price goes above \$3.50

a bushel. If I can't get more than that, I won't put them on the commercial channel. He said 1,000 or 1,200 bushels a day is a reasonable sale. They will come from 50 to 60 miles away. He does a lot of radio advertising and people have found out about the peach orchard there. He will move about 20,000 or 25,000 bushels a year on that system at his orchard and he is sold on it completely. But I wouldn't tell any of you folks how to market your peach crop anymore than I would tell you men how to handle wives.

Well, here's the type of place, as I see it, where your roadside pick-your-own comes in. People that want a bushel of peaches to can will drive a distance to get them. They may have all afternoon to spend. They like to go to an orchard to get some peaches.

CASE STUDY OF A ROADSIDE MARKET CLIENTELE

by

J. Mitchell Lynd and Thomas Bennett, O.S.U.

J. Mitchell Lynd, Senior, O.S.U.

First, I'd like to mention the purpose of this study. The purpose was two-fold. First, both Tom and I received college credit that counted toward graduation for doing it. I have read that Dun and Bradstreet say that 88% of the business failures in the United States today are due to weaknesses in management. Management depends upon decision-making and this decision-making is all dependent upon the information you have to make it with. The second reason for the study was to obtain some information in order to make better decisions at our market at home.

Our technique for gathering this information was not to stop at the market and conduct an interview there, but rather to note and record license plates numbers that stopped at the market. We did this for a month from July 27 until September 1. Through cooperation from the Ohio Bureau of Motor Vehicles, we found names and addresses of people whose license numbers we had and mailed them the questionnaire that you have in your hands now. I have printed the summary of some of the questions in the blanks that the people were asked to fill in.

I mentioned our purpose was to help in decision making and one of the big decisions that the people at Lynd's Market are going to have to make in the next few years deals with market location. U.S. Route 40 is going to be relocated and we wanted to know what effect this is going to have on the sales at the market. So the first three questions you see there are aimed at helping us find out just what effect this will have. We also wanted to find out how often people visit the market. We felt that the first group (the often) are the ones we can depend on

probably even though Route 40 may go out around us. In the second question we felt that the people who left home planning to go to the market had this destination in mind when they left. This also will help answer that question. And the third question is also aimed at determining or finding the same answer. Did you go out of your way the last time you visited this market? If the answer was 'yes', we can well assume that, even though Route 40 goes around behind the market, these people will still be going there. So we felt that the 25 and 30% who answered 'yes' will continue to patronize the market, even if Route 40 is relocated. We'll always have these people; that is, if we make no changes.

The fourth question is on there because we wanted to find out what items to offer and best use our shelf space. We handle 450 to 500 different items at the market and there is always the question of shelf space. How can we decide how much space we should devote to each item? So, we had this question to help us solve this decision-making problem.

Question 5 asked for an evaluation of our advertising program. We know that our advertising expenditures at that market run approximately 1.6% of the gross sales. We see that the new people that we have recruited as a result of this newspaper advertising was 1.8%. I also want to point out that 73.5 per cent of the people learned of our market through signs. Now we know that some of these people were influenced by advertising so we are able to justify our advertising expenses. And this is one of the reasons why I think this one of the most valuable points of the study.

Mr. Parker this morning mentioned that they more or less banned signs in California and I'd just like to make a comment that I think we have to consider the different conditions that we are under. I don't think it does a whole lot to hurt our environment if we have more signs,

because Route 40 is pretty well covered with signs from one end to the other. Secondly, as you can see, roadside signs accounted for 74% of the people learning about our market.

The sixth question we asked to test the validity of our study. We already knew the answer to it by the cash register readings through that period. We know how many customers were there on weekends and we know how many were there on weekdays. If the results of the study coincided with the facts at home we know that the study was valid and it did.

The next question was real interesting: How much was your purchase? We found that the average purchase for city people ran 27% higher than the average purchase of rural people. By the way, city people were defined as people from towns of 10,000 or more. People from towns of less than 10,000 were classified as rural. The rural people purchased 27% less on an average sale than the city people. But the interesting thing is that country people typically on every instance rated each item higher than the people from the city but yet they purchased 27% less. Another piece of evidence that people will say one thing and do another is on prices. You see the low rating on prices--12% excellent, 34% good, 41% fair, and 3% poor. We would expect that to be a little bit negative but you would also expect the man who would rate the price the lowest to buy the least. Actually, we checked these fellows out and the guy that complained the most usually bought as much or more than anybody else. So we thought well, does price have any influence on whether or not people stop? So we checked out what was different between the people who stop often and the people who stop seldom. On the front page we asked them this. We found out that price does tend to make a little bit of difference in whether or not they will stop at the market. But once they stop it has no influence at all on how much they bought. We found

people that rated price real low buying a lot of produce. We found people that rated price real high and bought a small amount in many cases.

I think the chain stores probably figured this out long before we did this study in that they always have a loss leader. They try to get people in there with some sort of low price item and chain store studies have shown that 50% of the purchases made in a grocery store are unplanned. We feel that evidently it's the same way in roadside markets. After we completed our study we found price had no effect on how much they bought. But it did effect whether or not they would stop. There is just a small relationship between price and whether they will stop or not. The biggest difference between the people that stopped and the people that stopped only occasionally was the location. If they lived close, they stopped more often. If they lived farther away, they did not stop so often. Also, there seemed to be a big difference between the people that stopped often and the people that stopped seldom in their opinion of friendliness at the market. Apparently this idea of personal contact can be stressed more because it did show that this was one of the big differences between the 'often' and the 'seldom' people.

Well, one other interesting note is--we asked them whether they stopped on weekends or weekdays and we noticed that practically everything was rated higher by the people who stopped on weekdays than those who stopped on weekends. The weekend people thought it was not quite as friendly, thought it was not quite as clean, thought the entrance to the market was not quite as good, etc. We would expect this because it is very crowded there on weekends. I am running short on time, so I will stop and turn it over to Tom. He will discuss what these people said, the comments they made, and from where they came.

Thomas Bennett, Senior, O.S.U.

Mitch has dealt mostly with some of the statistics and I am sure many of you are wondering actually just what people feel or what they think when they stop at a farm market. Perhaps you would be interested in where these people come from. Out of the approximately 1,000 license plates that we noted, we found that 24% were from out-of-state and that 31 states were represented, plus the District of Columbia. Also, there were several from Ontario, Canada. The most numerous states represented outside of Ohio were Pennsylvania, New York, and California. There were some from as far away as Alaska, Arizona, and Florida.

The customer pattern for the market showed a definite trend towards the eastern part of the state. The consumers came in from the eastern part of the state in a funnel pattern running from east to west to the market. We assumed they were traveling to and from Columbus. There were very few noted from the western part of the state.

There were some interesting comments made by the customers. In the first question we were interested in noting the motivations people had for stopping at farm markets. I have picked approximately 10 or 12 of the most representative and interesting comments they made. The top three reasons were: (1) Fruit is fresher, (2) good selection, and (3) they are cheaper.

I'll read a few more of the comments: (4) Quality is better than a supermarket, (5) it is convenient for travelers, (6) a homey and more informal atmosphere and, (7) personal attention.

Here are some more typical comments: (1) products aren't packaged-- this is what I like; (2) more produce is more attractive--it has more eye appeal; (3) it's fun to stop when out driving; (4) the idea of farm markets is appealing; and (6) they liked the fact they were buying direct from

the producer.

Reactions to question 2 about frequency of stops at farm markets. Here we were trying to find out what could be done to attract people to the farm market. I have picked out 10 representative comments:

- (1) I would stop at farm markets more often if there was one closer to my home. There seemed to be a general feeling there should be more farm markets in Central Ohio.
- (2) If we had more money, we would shop at the market more.
- (3) If they sold items other than fruit and vegetables.
- (4) If signs gave more and earlier warning of a farm market ahead. This last statement was about farm markets in general.
- (5) If all farm markets were clean in appearance, they would shop them more.
- (6) If products were tagged and marked as to price and quantity. The prices shouldn't be higher than supermarket prices.
- (7) If markets were larger with greater selection. They are probably speaking of the roadside stand with a couple of saw horses with a board placed on it with 3 or 4 baskets of apples or tomatoes.
- (8) With traffic the way it is it's not safe to stop at some.
- (9) If there were more year-round markets.
- (10) If we ate more

Going to question 3, in response to criticism of farm markets in general. This includes Lynd's and all markets, of course. (1) Many markets are unclean, (2) many markets are unattractive, (3) many markets are poorly identified and (4) attendants and clerks poorly trained about handling customers.

It was very interesting this morning to hear Mr. Parker say that he employed University students. I think perhaps this is probably one big drawing attraction that he has because he has somebody there who

actually knows something about the produce. Many stands I know about have hired people at the stand who know very little about fruits or vegetables. They can't answer the questions. Rather than appear ignorant sometimes they will try to dream up some kind of answer to the question which makes them appear worse than if they said, "I don't know."

Some further criticisms follow: (5) I don't like the large commercial markets that ship in fruit, especially when they claim to be farm markets. Markets owned by farmers are good. Farmers are very honest. Roadside stands not owned by farmers are not very good.

(6) Some have sloppy appearance, indifferent salesmen, or display and limited selection. (7) Some are dirty, trashy, and unorganized. (8) There is usually not enough parking space. (9) Some have unclean attendants, and (10) no guarantee of quality.

Question 3 dealt specifically with the Lynd's farm market. We asked for criticisms and comments. I will give the criticisms first, then I can kind of cover them up a little bit with the favorable comments. None of the criticism, however, was too bad. From the total sample, 80% were favorable and 20% somewhat critical. They were: (1) not enough shade; (2) prices too high; (3) there is a traffic problem of getting in and out of the market; (4) the trash cans were overfull and they shouldn't be so busy that they can't empty them; (5) there were too many flies and other insects around; (6) people shove and checkout service is slow; and (6) too small a variety of items. Some said they pass by the market because it is too crowded although it had served their family well. This latter comment was probably from a weekend shopper. Customers rated Lynd's very satisfactory except for on weekends.

Now, we will go to the favorable. I think that Mr. Lynd should probably leave the room because what I have to say will probably swell his chest up. We were really surprised at the favorable comments and I

think you probably will be, too.

- (1) We are pleased with fruit sold by the pound and by the basket. Here we see a little bit of the thinking of the consumer. Some consumers like to buy by the pound and probably some of the old timers prefer to buy by the basket or the container.
- (2) We think the cider is the best you can buy.
- (3) This is an example of a high class market.
- (4) The produce is attractive and I always buy more than I had originally intended.
- (5) Now this one I think is probably the best on this. He says here: This is the best market in the United States. And we had one other comment similar to this. He said: This is the best farm market in the United States except for one in Florida.
- (6) Lynd's must please the public or they couldn't have stayed in business all these years.
- (7) Lynd's farm market has usually a wide selection of produce or products. Now this is an opposite reflection from what I just gave you in a criticism.
- (8) It is well located, pleasingly clean, and has proper displays.
- (9) Here's another one of these ego builders: Although I stop at Lynd's only once a month, I do stop every month. It's sort of a ritual. With us, Lynd's isn't just a farm; it's an institution.
- (10) There is no high pressure salesmanship.
- (11) Our six boys love the juice. We buy a tremendous amount of merchandise and we get many of our Christmas gifts at Lynd's.
- (12) And last: always clean, fresh, and friendly.

Now these are just a few of the remarks that were on some of the questionnaires. It's not complete in any instance, but they are a good representative sample of many of the remarks. As I said, 80% of the remarks about Lynd's were favorable, and 20% although not truly criticism

in the stronger sense of the word, was constructive criticism.

Now, I think in closing I might say one thing that's interesting in taking a sample. Noting a thousand license plates perhaps, there will be some mistakes; and, of course, we made our share. But one comment, I think, was rather interesting. We enclosed a questionnaire with a letter and a return stamped, envelope. One of the returns came back with nothing on it except on the last page was written, "This is the sneakiest, most underhanded form of advertising I have ever seen."

U. S. D. A. ROADSIDE MARKETING RESEARCH PROJECT

James J. Milmoe
University of Delaware

A few months ago, I had the pleasure of visiting a number of the Ohio roadside markets, and meeting some of you. I was pleased with your cooperation, and I am delighted to return today to acquaint you with the roadside study recently launched at the University of Delaware.

Roadside marketing provides the farmer with an unusual opportunity to deal directly with the consumer in the distribution of his products. This unique method of selling has been in existence ever since the invention of the automobile. It is one of the most promising methods of increasing returns to fruit and vegetable growers.

The Federal Extension Service is keenly interested in helping the grower find the best channels of distribution for his products, and to help him increase his financial returns. It joins the land-grant colleges and universities in providing program leadership and the development of Extension marketing programs. In order to better serve you, the Extension Service is now sponsoring the pilot study in direct marketing of fruits and vegetables at the University of Delaware.

In this project we are stressing the development of new criteria for improved merchandising and management of contemporary roadside markets. Another aspect of the study is concerned with the direct delivery of farmers' products to the individual retail stores. This method of distribution is commonly referred to as "store-door delivery".

The stimulus for this study has arisen out of a volume of petitions for help from roadside marketers. A review of available literature indicates that up-to-date information on this subject is inadequate. If this industry is to prosper, merchandising and management must be

rejuvenated. This demands a complete source of educational material keyed to modern needs.

It is the objective of this project to produce a comprehensive set of training materials and references. With this equipment at the fingertips of Extension workers, they will be ready to counsel all fruit and vegetable growers who sell their products at roadside. Basic to our purpose will be an evaluation of operating and management policies-- these being at the core of successful operations. Our findings will be published in a handbook available to all state Extension workers. Some highlights of this publication will include:

- a) a bibliography of publications
- b) a model accounting and budgeting system
- c) margin and pricing policies
- d) study of advertising, merchandising and display practices and techniques
- e) a discussion of roadside marketing association activities
- f) study of market site selection; buildings and parking facilities
- g) case studies of selected markets

In another area, visual training aids will be produced for use by state Extension workers. For example, one of the slide presentations will offer merchandising, display and promotion aspects of roadside marketing. Another will emphasize site selection, stand and area layout, packaging and handling.

A guideline publication on "store-door delivery" will be included in the study. We will evaluate this type of program to determine its potential as a means of aiding the farmer. We will determine just how prevalent this kind of activity is at the moment. The relative merit of direct delivery to the retailer, as well as the farmer, will be explored.

One of the most interesting parts of the project will be an appraisal of a new roadside market, now under construction, on a limited access highway between Atlantic City and Philadelphia. This unique structure, the first of its kind in this country, will be located between a restaurant and a gasoline station. Of particular importance here, is that the access will probably be made available to both local and transient customers. We also hope to determine the effect of this market on other roadside markets already established in this area.

Now, these handbooks and training aids sound interesting and helpful, I'm sure. But where are they going to come from? In a word, from you! The material we obtain from questionnaires mailed to you, personal interviews with you, and case studies of what some of you have done will be analyzed and probed, examined and weighed. Conclusions will be drawn by the various specialists on our Food Distribution Staff at the University of Delaware. These include a marketing expert, a management specialist, a statistician, men experienced in packaging, and visual aids.

A mailed questionnaire will be our means of communication with you. So, I ask you today to be on the alert for your copy of the questionnaire, and to be thinking ahead about what you want to tell us.

I hope our questionnaire will arrive in your mailboxes on a sunny and convenient day - because I believe one of the most important things you can do on that particular day is to answer your questionnaire as thoroughly and abundantly as you possibly can. It is important to us because your individual problems and successes are the raw material of our work. Without your answers, we cannot have a realistic picture of the roadside market situation. In addition, we would most appreciate your comments or any experiences you would be willing to share with us, that may not be covered in our questions.

As our fund of real-life roadside market situations grow, we will be better able to establish a framework of "do's and don't's" which we hope will aid you in solving many of your difficulties, and improve your performance. This in brief is the goal of our project. Thus, its importance to us. By its very nature, it must be important to you, too. The sum total of roadside market experience will surely prove fruitful to us all. It may hold a solution to some perplexing problem which someone else has already sought and found. It may hold another fellow's will-of-the-wisp idea that worked out more successfully than he ever imagined. And, perhaps this same idea is a feature you could easily add to enhance your own stand. If you are willing to give us your time and share with us the knowledge that experience has taught you, I feel sure that it will be like bread upon the waters - and that your return will be a hundredfold.

To give you an idea of the type of questions to expect, I would like to list several sample ones.

- 1) How much of what you sell do you produce?
- 2) How long are you open by hours and days and months?
- 3) What has been your most successful idea in operating your business?
- 4) How much does it cost to operate?
- 5) What is your most serious problem?

At the conclusion of our project, all of the findings are yours, for the asking. State Extension workers will be given copies of the handbook, manuals and slide series. Extension specialists, nationwide, will have an array of competent tools to help establish workshops for roadside operators. County agents will be kept right up-to-date on all of our findings.

For the past three months our efforts have been concentrated in

the field visiting university extension services and visiting roadside markets in 10 states and also Canada. Renewed interest in roadside marketing has been exhibited by all of the state universities that I have had the opportunity to visit. There is a definite awareness by the people in land-grant colleges and universities of their duty and opportunity to serve you. This 1963 Ohio Conference, today, is an example of a most worthwhile opportunity, that such groups can offer us, to learn and exchange ideas.

And, there are other examples. Purdue University unveils its first roadside marketing conference on January 8, 1964. Again, we see cooperation and service being offered by a land-grant institution. Surely, we can be hopeful of strengthening and growth in this industry.

I thank you for this opportunity to tell you something about what we are doing in Delaware. I look forward to meeting each of you soon again, perhaps not in person, but surely by mail.

PUBLIC RELATIONS IN ROADSIDE MARKETING

K.D. "Ken" Harrison, Dale Carnegie Associate, Columbus, Ohio

I've just been informed that my time has been cut in half.

I want to take this opportunity at the start here this afternoon to say that it is a tremendous pleasure for me to talk with you and here is the reason why. My first job for which I was paid seven and one-half cents per hour was weeding melons and hoeing tomatoes approximately 12 miles northeast of here near New Albany for my great uncle who has since deceased. At eleven years of age I was given the privilege that if I worked hard all week for seven and one-half cents an hour, I could ride in the Model T truck carrying tomatoes and muskmelons to the downtown wholesale market here in Columbus. And you know at that time it was a thrill and today when I thought about it while coming here I was truly pleased that I could have the opportunity to address you.

Last Sunday I sat in the Deshler-Hilton Hotel listening to one of the professors from Ohio State as he addressed the business and professional women there at their Ohio conference. He was addressing them on the particular topic that I have been given here this afternoon--Public relations. He started off his talk in this manner. He said that the American people have a way of taking a word and crushing it until the meaning has become distorted in many ways. Then he explained his interpretation of public relations. He said that it is 95 per cent doing and 5 per cent talking about it and that public relations itself is the over-all image-the effect-that we have on other people.

In New York City a year ago, I had the opportunity to sit in such a meeting as we have here today. We were trying to learn more about our particular business and a young man came up there and stood as I am standing now and he started off in this manner. He said, "You know

Lou Little was interviewed one time and the reporter asked Lou Little, "Coach, what do you consider the greatest asset that a person can have in football?" And the coach not trying to be pressing at all, puts his hands in his pockets and said, "Son, before I answer that, I'd like to take you back a few years when we weren't doing too well; in fact, we hadn't won a game. Along about Wednesday I received a telephone call and when the phone rang I picked it up and the voice said, 'Coach, you've got to start me in Saturday's game.' And I said who is it. And he told me it was my third string quarterback. Just keep in mind that this boy's father died on the weekend and I thought maybe he's a little bit irrational or something. I said, 'You can't do that. I have to win this game, I have to start the first string quarterback.' He said, 'Coach, I don't care what you do, you start me in Saturday's game and you will never regret it.' And all of sudden I realized that it would have a tremendous psychological effect on my first string quarterback, and I said, 'Alright son, I'll start you.' Because I knew that I could pull him out after the first play. Well, Saturday came along and I did start him and unfortunately we kicked off and guess who made the tackle the third string quarterback. I couldn't pull him out after that. Talk about a man blocking and tackling, he did it. And the first thing you know, we had the ball and when it came to passing the ball, he was more direct than any man had been before. When it came to calling plays, which he hadn't done before, he was most accurate. In fact, I didn't take him out all game and we won that game. And after it was over, I walked back into the shower and there he was all dripping wet and I walked up to him and I said, 'Son, how in the world could you play a football game like you played today, especially after your pop dying last weekend?' The boy looked up and he said, 'Coach, I don't know whether you knew this

or not, but my father was blind, always blind, and today was the first day that he could watch me play football' So the coach turned to the reporter at that time and he said, "I'll tell you what makes the difference-- it is a man's attitude."

Now, I don't care whether it is in business or whether it is in sports, but here is the point I would like to leave with you today. It is that if we develop a more positive attitude, then your sales are going to begin to increase tremendously even more than they have ever been before.

Now I understand that I have 15 minutes; and if I may, I will go over to the board for just a moment. Let's look at what some of the great writers have said about this particular subject. Norman Vincent Peale, for example, said that you can take a person that has three qualities: he has the ability to communicate his ideas, he has normal intelligence, and he just has a slightly positive attitude about something. He said, if you take another person who has the same qualities-- he has a positive attitude, he has the ability to communicate his ideas, he has normal intelligence. Now, take a third one and give it a negative attitude and give them three equal qualities. And you put it up here mathematically, the plus being the positive, the minus the negative. There is a mathematical fact that a person with a positive attitude can do twice as much as a person with a negative attitude. Let's look at some of the others.

Some of the other great people and what they have said is this. Emerson compared people like you and me to icebergs. He said that only 10 per cent of their latent abilities was above the surface and the other 90 per cent was below. Dale Carnegie was asked in an interview on the radio just before he died in 1955, "To what do you attribute success

in men?" He said, "I am convinced that what a man thinks about all day long will determine his attitude and his attitude will determine his success." I possibly have heard this for many, many years and I believe it, but you ask how can I put to use in my particular market, how can I radiate it to the operators of our market, how could it really work? Well, it has to start with individuals, I think you will agree to this. That if we do this, that it is going to have a profound effect, and I want to give you a specific example. Right here in our Columbus area we have a man who nine years ago was faced with a serious problem that he said, "Well, I don't think I can change my particular operations." He was asked to go down to the jury and present a case there at the courthouse and he made this statement. He said, "If I have to go down and talk to a group of jurors and sell them my ideas, I am going back to the insurance business and bury myself in the legal department." And yet he changed his attitude, and you know how he did it? He made the statement that he would never carry a negative thought. And when people would speak to him in the morning, with short, soft, or deep voice, and say--"How do you feel this morning?" he would say "I feel terrific!" And you know people would turn and look at him like he was silly because here was a professional man taking a word and throwing it out but he said it as though he meant it. You folks have been here for a tremendously long time today and we are running a little bit late. I wonder if everybody right now would please stand, stand up right now. You know you have had a good day and one thing that I was told when I came down here by some of the people that planned this program that I would find a very enthusiastic group and I know that your attitudes are right. And I'm going to ask you in unison, "How do you all feel?" (audience) "Terrific" Say it once more, it'll help a little bit, "How do you feel?"

(audience) "Terrific!" Fine, you may be seated. Well, at least we got a stretch out of it, didn't we.

You know before I go any further, let's look at a story that is told as a truth; actually it is not. It is an untruth, but let's look at it this afternoon as though it were a truth. There was this little boy who walked into a grocery store and he laid down a quarter and he said to the man behind the counter, "May I have telephone change, please?" The fellow never looked at him; he just pushed the "No Sale" and the drawer came out and he picked up two dimes and a nickel and laid it down. And the boy picked up the change and the fellow still didn't say anything to him. The boy put 15¢ in his pocket and he walked over to the wall pay phone, took the receiver off, put the dime in, and he started to dial. "Hello, hello, Dr. Shultz, would you like to have another boy to cut your grass?" Well, Dr. Shultz, does he pick up the leaves and the grass in your yard the way that you would like for him to? Well, Dr. Shultz, does he trim around your hedge the way that you would like for him to do? Dr. Shultz, are you sure that you don't want another boy to cut your grass? Thank you, Dr. Shultz." He put the receiver back on the hook and he started to walk out. The clerk that hadn't spoken to him said, "Sonny, just a moment there. I'm sorry you didn't get that job." And the little boy turned around and he had a great big grin on his face and he said, "Ah! mister, that's all right. I already have that job. I was just checking up to see that I was doing the kind of job that I ought to be doing." The point is this. Maybe we ought to be checking up on ourselves to see if we're doing the kind of job that we would like to be doing.

A lot of people say, "I have spent all of my years doing it this way, I am in a rut and you are not going to get me out!" Well, you know, what a "rut" is don't you? There's only a little bit of difference between a "rut" and a "grave." A "rut" is open at both ends. You know people

say they can't do something but really they can. I'll give you another illustration real quickly. There was a little boy that had a turtle. He came running out of the house crying and screaming and he said, "Dad, my turtle's dead!" And the father was rather embarrassed, and he said, "Son, just quiet down." And he said "But Dad, my turtle's dead!" And he noticed the housewives were beginning to stick their heads out the door and he was really cringing. He said, "Now, Son, just quiet down. We'll go in and get a match box and we will line it with velvet and we will lay the little turtle in it and we will cover it up and put a ribbon around it. We'll get all the kids in the neighborhood with their tricycles and wagons and we'll have a parade and we'll bury it right under the apple tree there. Then we'll go down stairs and we'll have a party with coke, ice cream, some chips, and we'll play games." About that time the little boy looked down at the turtle and to his amazement the turtle wasn't dead at all. The turtle stuck his head out; the boy looked at the turtle and up at his dad and said, "Dad, let's kill him!" It's terrible to use a little boy like this, isn't it, to illustrate that our attitudes can very quickly change about something.

Ladies and gentlemen, for me to stand in front of you today and talk and write on the board and add at the same time, this is out of the ordinary. You know how much education I've had? By the looks of that fellow's face back there, he is "thinking probably not very much!" But the important thing is that for me to do this is out of the ordinary. It is out of the ordinary for human beings to do things that seem simple. Right now I want everybody here to stick their finger at me. No chin scratchers now stick them way out there and really point your finger at me, that's fine. Now, say "Ken, you are a bad speaker." (audience response) Boy, we got emphasis on that, didn't we? All right, now everybody hold it out

there at arm length and pointing it put a smile on your face now. Now you are criticizing me as a speaker, but where are the other three fingers pointing. Well, this is what we have been taught, isn't it. And what we have talked about is not particularly new.

Let's try something else right here because I want to prove something. Would you shake hands. Starting right here on this row just shake hands with a partner. Grab a partner and starting on this side go all the way across. All right go ahead if you will please. Does everybody have a partner. Go on everybody grab a partner. Please let go of that fellows wife, come on. Everybody have a partner? Did you notice the wave of good feeling here? We had it didn't we. And this is the kind of wave of good feeling that we want in our farm market. And this started way back in the medieval times when you go up to a person and offered your hand and he would notice that you did not have a dagger in your hand. Unfortunately, ladies and gentlemen, we have a three inch dagger, all of us here that can cut a 6 feet tall man down in seconds. What is it? The tongue, a 3 inch tongue. This then is the area that we might work on. To illustrate this let's start today and take a few minutes to be able to pay a compliment. It is amazing thing, but I doubt if there is one in 25 who really knows how to pay a compliment. This is where all human relations starts. It is looking for that 75 per cent that is good in our customers, the people that work for us, and those with whom we are associated. And you know right now, fellows, your wives are saying, "I just can't wait until he pays me a compliment." What you don't want to do is this--you don't want to tell a person what he is. That is not a compliment. For example, if I go over here and say, "Richard Moore, you are a good looking fellow." Look at that expression on his face. You know why he had this? Because Richard is a very humble man and he's

saying, "Ken, get off of it, I'm not either." And possibly you would tell this to a person a little big egotistical, and he would say, "Ken, you'd better get with it. I'm handsome." So regardless of what you say to a person, you can't tell them that they are. But there is a good way to pay a sincere compliment and here's how we do it. Tell them something that they have done well, something that the person you are talking to is not sure of.

Now you all have been together here all day. Possibly the person you shook hands with you have known for a long time. All right, let's see you go to work here. Because the person that you shook hands with, would you right now pay a compliment to them. Everybody shake hands and say something you are not sure of but something they have done well. All right go ahead. Everybody do it. Shake hands. Here we go. Let's check something out real quickly. What did you say to your wife, sir? "You have done a good job in the market." How long has it been since he told you that? "Well, about 2 weeks," That's about right isn't it. About two weeks before you pay a compliment. What did she say nice to you? "You're doing a good job in the fields." Did she smile when she said that? The reason I'm bringing this out is this; that in order to develop a wave of good feeling, we must start before we do advertising as such. A noted authority has written on how to be a better leader, how to break this wave of failures that seem to be penetrating us today. What he said is just to go outside yourself and pay three sincere compliments a day.

Now to bring out the importance of it I'd like to tell you of a compliment I heard. It was here at the Neil House last week when Dr. Stewart McClellan was here to train some of our people and I'd like to tell you about Dr. McClellan. He is a man 72 years of age. Maybe

some of you have heard of him. He has been for 50 years the president of Lincoln Memorial University and 15 years Presbyterian minister and 16 years training men like myself all over the free world. When you go into one of his conferences, there is one thing that you want to do, and that is to get next to him and pay him a compliment. Now this was his 88th conference and he probably has had more compliments paid to him than any other man that I know about. Being 72 years old, 6'4" tall, with snow-white hair, he usually carries his hands in his pockets like this because he has his hands on glycerin tablets. He has a bad heart.

And in the conference, which was held all day Saturday, Saturday evening, and again all day Sunday, we had a young man from Allentown, Pennsylvania, who was a bank president. On Saturday evening, he said to Dr. McClellan,

"I would like to be excused from tomorrow morning's meeting. I would like to go to church if it is all right." And Dr. McClellan, as tall as he was, he doesn't have to be impressive anymore, he said, "Freddy, if I have learned anything in this whole world, it is to be sympathetic with people. You go right ahead and go." The next morning Fred Davis was not at our meeting; but when we broke up at lunch, he walked in and he walked directly to Dr. Stewart McClellan and he said, "Dr. McClellan, I want to thank you for permitting me to go to church this morning.

You know, I am Catholic and the reason I'm telling you this is because this morning I took communion and I just wanted to let you know that I have offered all my prayers to you for an extended life." I have never seen Dr. Stewart McClellan with tears running down his face like this. But I'll say this right now, if you would ask him for a compliment that he remembered, he would tell you about that one. How about the compliments that you have received. If you would go back through your life, there are probably enough compliments that you could put on one hand for you to reach down into the hearts of those with whom you come in contact

or they have come in contact with you. When talking about public or human relations, it's your personal relationships with other people that can increase your business at your roadside market. We start right in the home. We start with those with whom we work and with our customers above all. You know what we have said here could be summed up with a fable that possibly many of you here have heard but I want to share it with you. It is about an old wise man that was put on a pedestal by the townspeople in a small town because he was helping them with some of their personal problems that they were having. The townspeople had respected this old man and they put him there. But there were rebels in this town who did not like him because this man was liked by everybody and they almost worshipped him and they wanted to knock him down. They wanted to make him look silly in front of the townspeople. They wanted to crush him. They said I know just exactly how we can do this. Let's get a bird and put it in our hand and let's go to that old wiseman and say, "Wiseman, what do I have in my hand?" And being wise as he is, he will probably say, "a bird." Then we will knock him off of his pedestal and we will make him look silly and we will stand tall. We will then say, "Wiseman, is this bird alive or is it dead?" If he says it is dead, we shall open our hands and show him it is alive; but if he says that it is alive, we will crush it and show him it is dead. So the two boys went to the wiseman, one boy holding his hands like they planned and said, "Wiseman, what do I have in my hand?" and the old wiseman being wise he looked at the boy and he looked at the hands, back to the boy and back to the hands again and all of a sudden there happened to be a twinkle come to his eye because the bird must have turned and there was a tail feather sticking down. He said, "Son, you have a bird in your hand." The boy said, "Wiseman, is it alive or is it dead?" And the wiseman without

that twinkle that had been in his eye looked straight at the boy and said, "Son, you hold the answer to that question in the palm of your hand." And so it is, ladies and gentlemen with our public relations and our farm markets all over the state of Ohio, we hold public opinion right in the palm of our hand. Thank you.